VOGUE

PURDUE UNIVERSITY
JUN 2[illegible] 1929
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Summer Travel Number

(PUBLISHED FORTNIGHTLY)

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June 22, 1929

Price 35 Cents

As smart and as modern as youth itself

As Paris couturiers set the style with new creations, so Franklin with its latest achievement, sets the style in motor cars. Franklin the originator of low bodies, of enclosed sport types and dozens of other style features, has become a symbol of the progressive mode. Franklin open models suggest the airplane fuselage in their streamline contour, rolled belt panels and graceful air-wing fenders.

Like modern airplanes, the Franklin is powered with an air-cooled engine. And like a zooming take-off, Franklin's newest sensation is its fast getaway in second—quiet as high, even up to 55 miles an hour.

As you drive the car, you thrill to its great power—you praise its incomparable comfort—you instantly sense its soaring smoothness. It is different from any other car you have ever driven. If you've flown, you instantly sense the driving feel of an airplane.

Drive a Franklin! It's the one different motoring thrill you can experience today.

FRANKLIN AUTOMOBILE COMPANY, SYRACUSE, N. Y.

The new Franklin prices begin at $2160 *F.O.B. Factory*

FRANKLIN

TIFFANY & CO.

JEWELERS

SILVERWARE

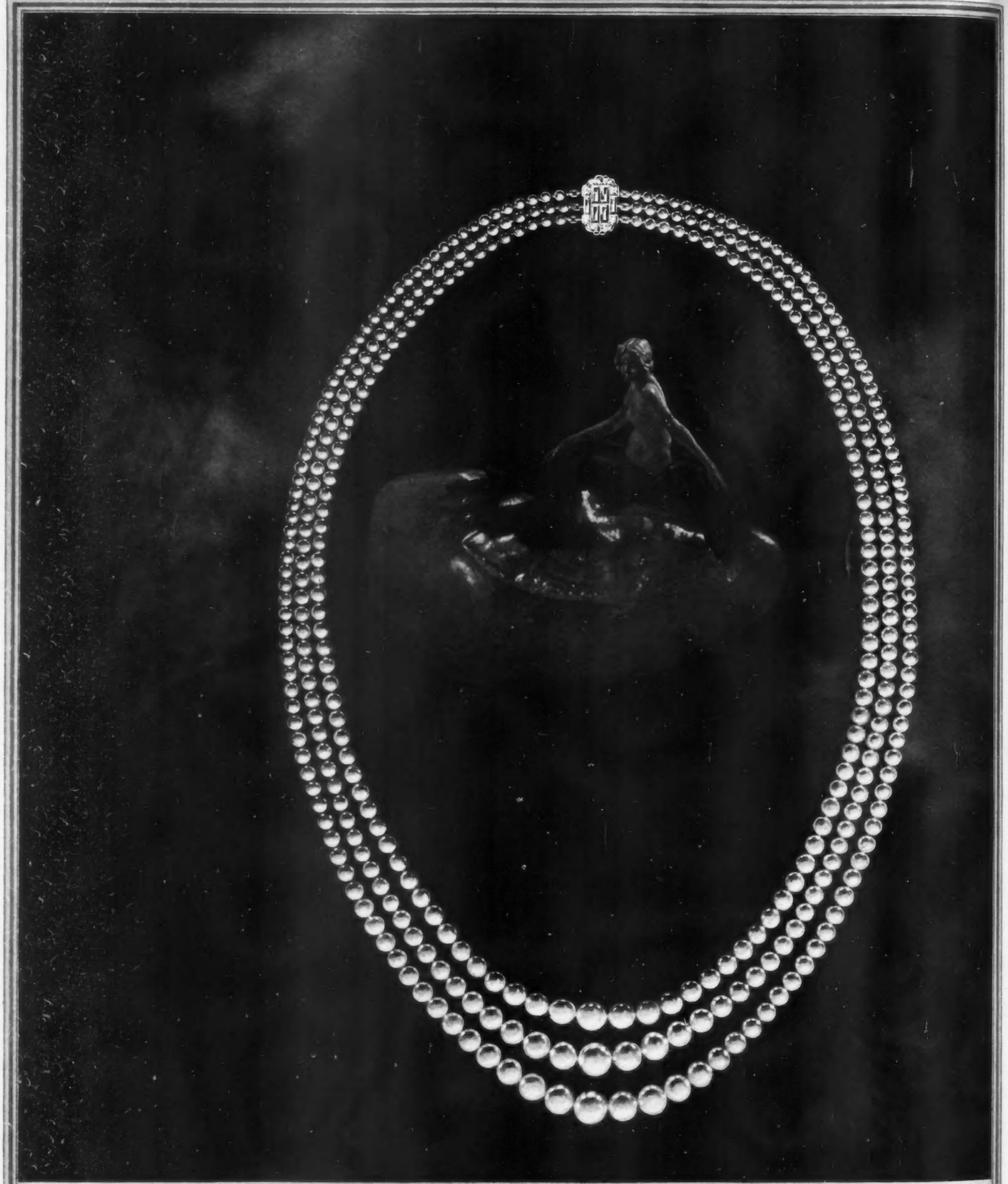
Dependable Quality
For Generations

FIFTH AVENUE & 37TH STREET

PARIS — 25 RUE DE LA PAIX

NEW YORK

LONDON — 44 NEW BOND STREET



A necklace of fine, roseate Oriental pearls of beautiful texture. The clasp is of baguette and round diamonds and is separable in a novel way, allowing the necklace to be worn in single or double strand or as a three-strand ensemble.

J. E. CALDWELL & CO.

Philadelphia

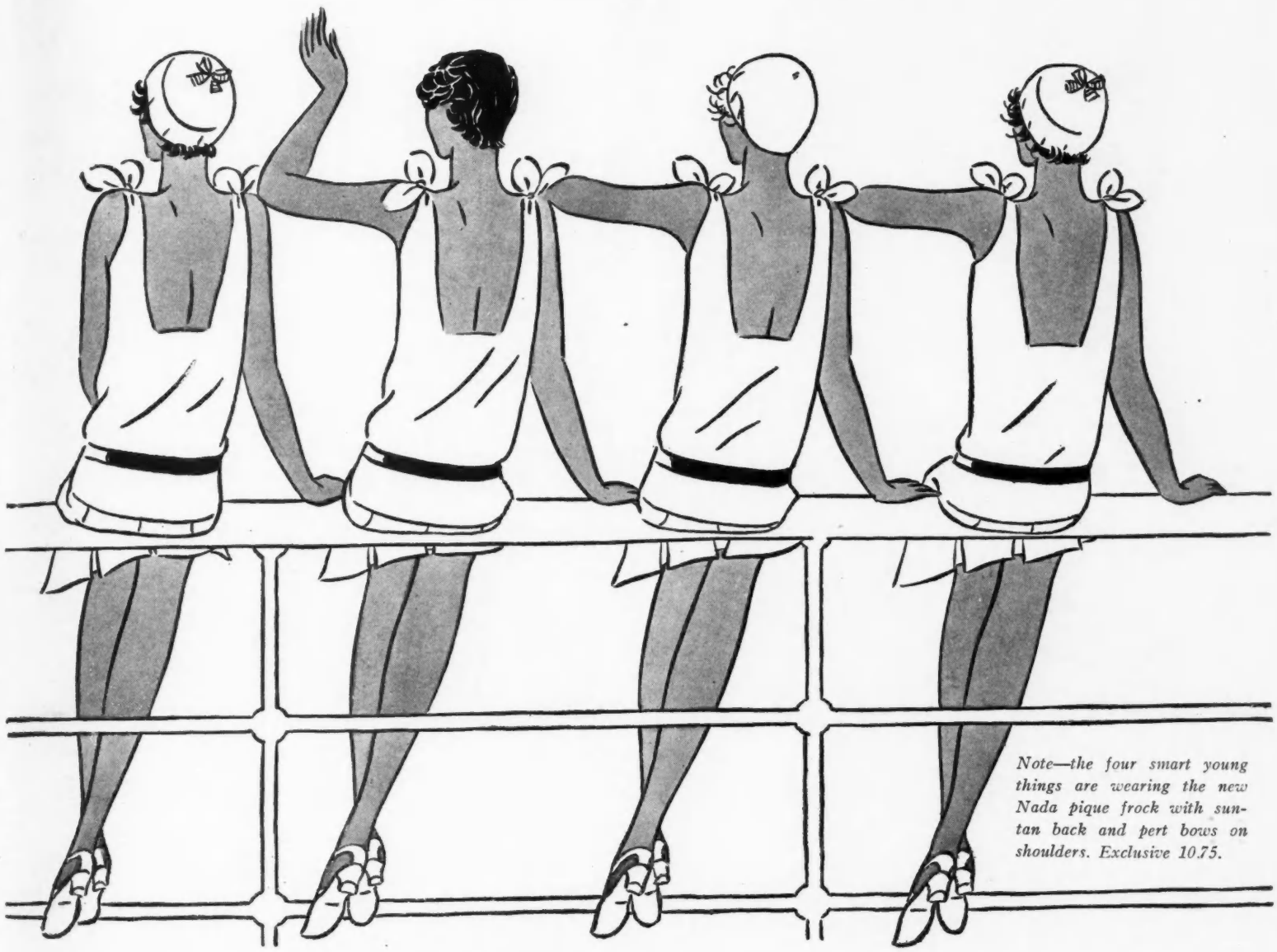
VOGUE
June 22, 1929

Vogue is published fortnightly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Conn. Executive and publishing offices, Greenwich, Conn. Entered as second class matter at the Post Office at Greenwich, Conn., under the Act of March 3rd, 1879. Editorial offices, Graybar Bldg., Lexington at 43rd, New York, N. Y. Subscription for the United States, Canada, Porto Rico and the Philippines, $6.00 a year in advance.

Vol. 73, No. 13
Whole No. 1363

BARE LEGS?

Well that's the way it looks anyway!



Note—the four smart young things are wearing the new Nada pique frock with sun-tan back and pert bows on shoulders. Exclusive 10.75.

with Best's new

*Antibes seamless silk stockings

*Reg. U. S. Pat. off.

SIZES 8½ TO 10½ **1.65** ANK'L FORM'D

Important

Only one mill in America can make this grade of seamless silk stocking and it is exclusive with Best's in New York. It is remarkable for its perfect fit, for its dainty finish, for its sheer and beautiful appearance. It will retain its shape and finish after many washings.

SIX "COMPLEXION" SHADES

Lt. Blonde Med. Blonde Dk. Blonde
Lt. Brunette Med. Brunette
Dk. Brunette

IT'LL be weeks before you'll have a coat of tan good enough to make stockings unnecessary, but you can have that bareleg look right now! Best's Antibes bareleg stockings are the finest seamless silk stockings made,—sheer, clear and as daintily finished inside as they are outside. Spiral knit from a single "master strand" of de luxe silk, and tapered by a special patented process to fit perfectly at the ankle.

Mail and telephone orders filled. Wis. 5000

PARIS
LONDON

Best & Co.

Fifth Avenue at 35th St.—N. Y.

PALM
BEACH

Guerlain creates a powder for new types

Sun-worshipping has made new types —and given the charm of novelty to those we used to take for granted.

One may be blonde—tanned to exotic gold—or jealously preserved au naturel... One may have started as a mere brunette—end in a smooth and gorgeous South Sea Island brown—or be a creamy individualist and refuse to burn.

For each of these modern types, Guerlain creates a powder perfect for her role . . . Light Tan for the blonde who wears a backless bathing suit—a marvelous shade a rage on the Riviera...Naturel, a subtler version of the usual tone—for the blonde who swears by her shade hat . . . Deep Tan—for the brunette who keeps her sunburn at its peak of splendor; a new Rachel—for the brunette who prefers her creamy pallor—Pour le Soir, an evening shade for all, is the cleverest creation of the man who invented the whole idea; it gives the skin translucent quality and perfect evenness.

SHALIMAR

$2.00 *face powder*

The perfume used in Shalimar—never available before except in its own chic $25 bottle. The parfumeur in charge of measuring sighs at such extravagance. Yet... M. Guerlain undoubtedly knows best.

GUERLAIN

PARIS • 68 CHAMPS ÉLYSÉES — MONTREAL • 60 CRAIG ST W — NEW YORK • 578 MADISON AVE

GUERLAIN PERFUMES ARE BLENDED AND SEALED IN PARIS AND SOLD ONLY IN THE ORIGINAL BOTTLES

DAKKORA—A New Fabric—

Tailored with characteristic Golflex care. You've never heard of Dakkora before, because it has just been created! But you are sure to hear much of it soon, when the smart woman chooses a coat. Because Dakkora is pure worsted, it has a blithe indifference to hard service. It's a name to remember — right now, if you're choosing a steamer or travel coat; in the Autumn, when you select the wrap of Winter. Dakkora is made exclusively for Golflex—so you are assured of superb style as well as of glorious fabric, accented with luxurious fur. At good shops. Wilkin & Adler, Incorporated, 500 Seventh Avenue, N.Y.C.

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GOLFLEX

CREATED BY FRANCES DENNEY

FRANCES DENNEY SUMMER-TAN CREATIONS

A liquid . . and also subtly-blended face powders and lipsticks. Equally effective in giving and retaining the natural appearance of sun-tan.

for women who covet a lovely skin

To the countless women who ask: "Isn't there some easy and more effective way of keeping the skin youthful and lovely?"—FRANCES DENNEY brings this message . .

"Loveliness is natural . . therefore easy to win and easy to retain. Just keep your skin *cleansed*, *stimulated* and *nourished* by simple home treatments and your dream of loveliness will come true."

MISS DENNEY has created three delightful preparations for these home treatments . . preparations that have been used for years in her distinguished salon in Philadelphia.

Her ***Cleansing Cream*** so soft that it quickly melts into the pores . . removes the impurities . . and leaves the skin exquisitely fresh and clean.

Her ***Herbal Skin Tonic*** . . mildly astringent . . that quickens the circulation, revitalizes sluggish cells and tones and firms the skin.

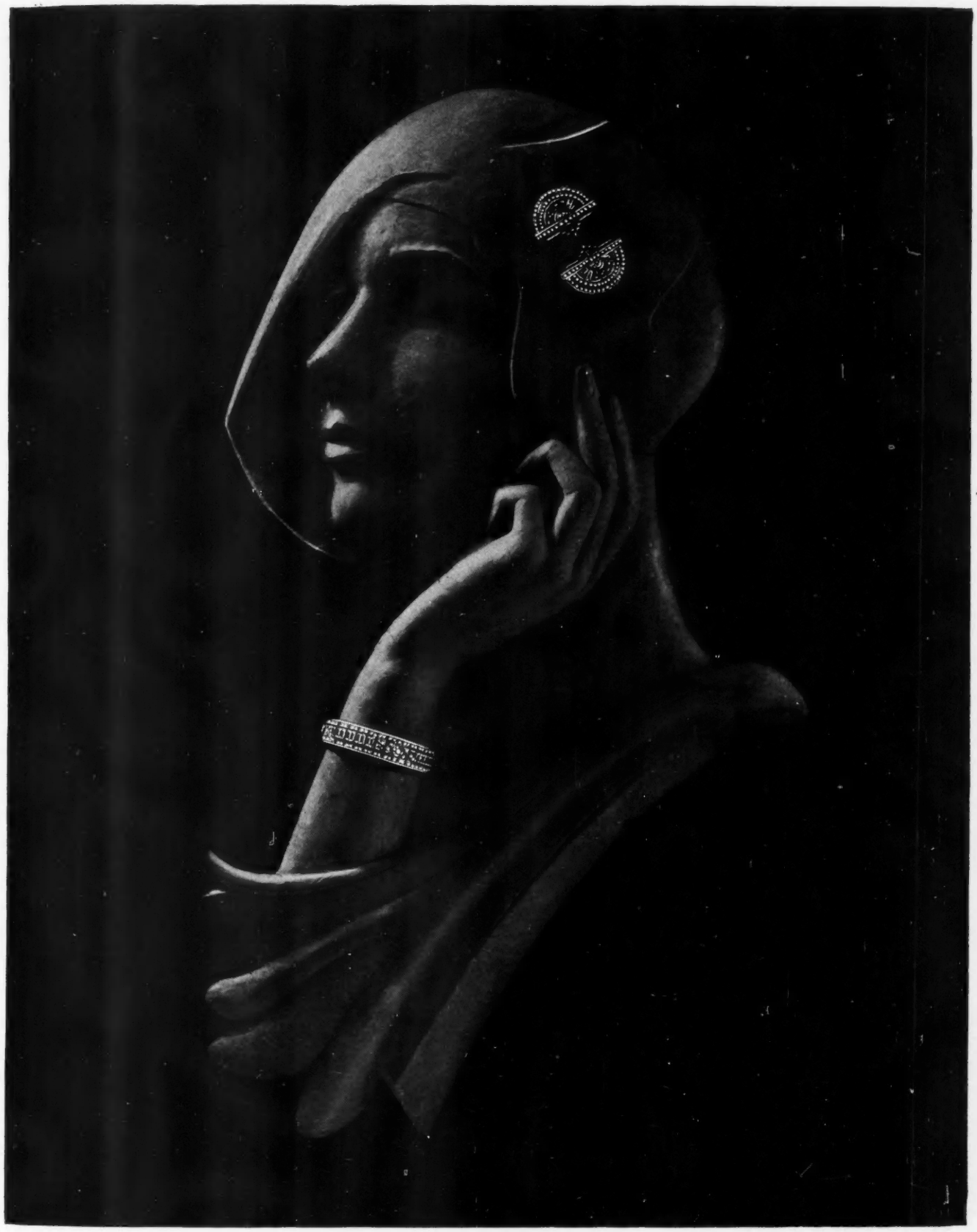
Her ***Tissue Cream*** that performs the nourishing function . . therefore aids wonderfully in restoring and retaining lovely contours.

MISS DENNEY has also created special preparations and treatments for blackheads, enlarged pores, dry skin, oily skin, double chin and relaxed muscles . . all of them available at selected stores in each city.

DENNEY & DENNEY

NEW YORK PHILADELPHIA PARIS

ESTABLISHED OVER 30 YEARS



Two enhancements of gracious restraint. The hat ornament is of rubies and baguettes. Three thousand dollars . . . The bracelet is an exquisite design of diamonds and baguettes. Eleven thousand dollars.

Udall and Ballou

JEWELERS SINCE 1888

5TH AVE. AT 57TH ST., NEW YORK

NEWPORT + PALM BEACH + PARIS OFFICE . . . *48 Rue Lafayette*

The

"LITTLE" FROCK

Takes a Matching

Jacket

"Paris," says a clever observer, "created the tennis dress, but it was the smart American woman who extended its usefulness into tea and bridge hours." Golflex makes this sleeveless Frock of washable silk crêpe; its skirt boasting deep, wide-spaced plaits. With the cardigan, it presents a correctly sleeved appearance for luncheon or tea! In the sports pastels: oyster white, shell pink, capucine, eggshell, ciel, yellow, and mint green—Jacket-and-Frock, $29.50—at good shops.

SUMMER WEIGHT COAT—inspired by Paquin—of wool Baskeen, tucked at back, has slim tailored ties at front. In white, pink, green, yellow, blue, beige, cardinal, navy, also black—$25. Wilkin & Adler, Inc., 500 Seventh Ave., N. Y. C.

© 1929—W. & A. INC.

GOLFLEX

IN CANADA—GOULD-SAMUEL & CO., 2050 BLEURY STREET, MONTREAL

Pedemode

FEMININE FOOTWEAR

STURDINESS without weight is the secret of today's smart walking or sports shoe. And into each one must be fashioned the slender grace which one associates only with the most delicate of evening slippers.

Clever designing has achieved in Pedemode outdoor shoes the same flattering lines and lightness of spirit which marks the Pedemode brocades of shimmering loveliness.

ALFRED J. RUBY, Inc. Chicago
THE McALPIN COMPANY Cincinnati
ALFRED J. RUBY, Inc. Detroit
W. G. SIMMONS CORP. Hartford

DOLLAHITE-LEVY & CO. Houston
THE RALEIGH SHOP Minneapolis
KILPATRICK'S Omaha

PEDEMODE
660 Fifth Avenue, New York
GOWNLEY'S Scranton
WALKER BROS. DRY GOODS CO. Salt Lake City

JOSEPH HORNE CO. Pittsburgh
THE KNIGHT SHOE CO. Portland, Oregon
STIX, BAER & FULLER CO. St. Louis

THE GOLDEN RULE St. Paul
PRICE SHOE CO. Salem, Oregon
S. C. LAUBER Toledo
ARTCRAFT FOOTWEAR, Inc. Washington, D. C.

JULIUS GROSSMAN, INC., BROOKLYN, N. Y.

ALREADY OLD SOL is busy at one of his most important summer duties . . . that of tinting your skin. And . . . it's increasingly smart to complement your complexion . . . and ensemble . . . with harmonizing shades in Gordon Skin-Tone Stockings.

FOR YOU WHO TAN SLIGHTLY:—"Fair Tan"—if you're blonde: "Blush Tan"—if of medium coloring, and "Pandora" if you are a brunette.

FOR YOU WHO TAN DEEPLY:—"Sonora"—if you're blonde: "Pocahontas"—if of medium coloring, and "Ramona" if you are a brunette.

Gordon
HOSIERY

Beauty and the Beach!

WHAT piquant novelties you may choose for beach-wear this season! Women who formerly dreaded the monotony of beach clothes, now look upon them as the greatest opportunity the wardrobe offers for captivating loveliness. Who couldn't look irresistibly smart and attractive in one of the many new-styled A & F suits for the beach? It would please us to show them to you.

1. One piece jersey swimming suit —copy of "Jane Regny" sunburn back, plain body with colored flags in navy, red, black, Kings blue, jade or brown combinations $13.50

2. 3 piece suit of knitted tweed with sunburn back in mixture of white with black, red, delft blue or violet. 3 piece . . . . . $20.00 Without cardigan $10.00

3. 3 piece jersey suit — copy of "Marcel Rochas" ship dress in combination colors of yellow and brown, scarlet and black, delft and navy and yellow and green . . $25.00

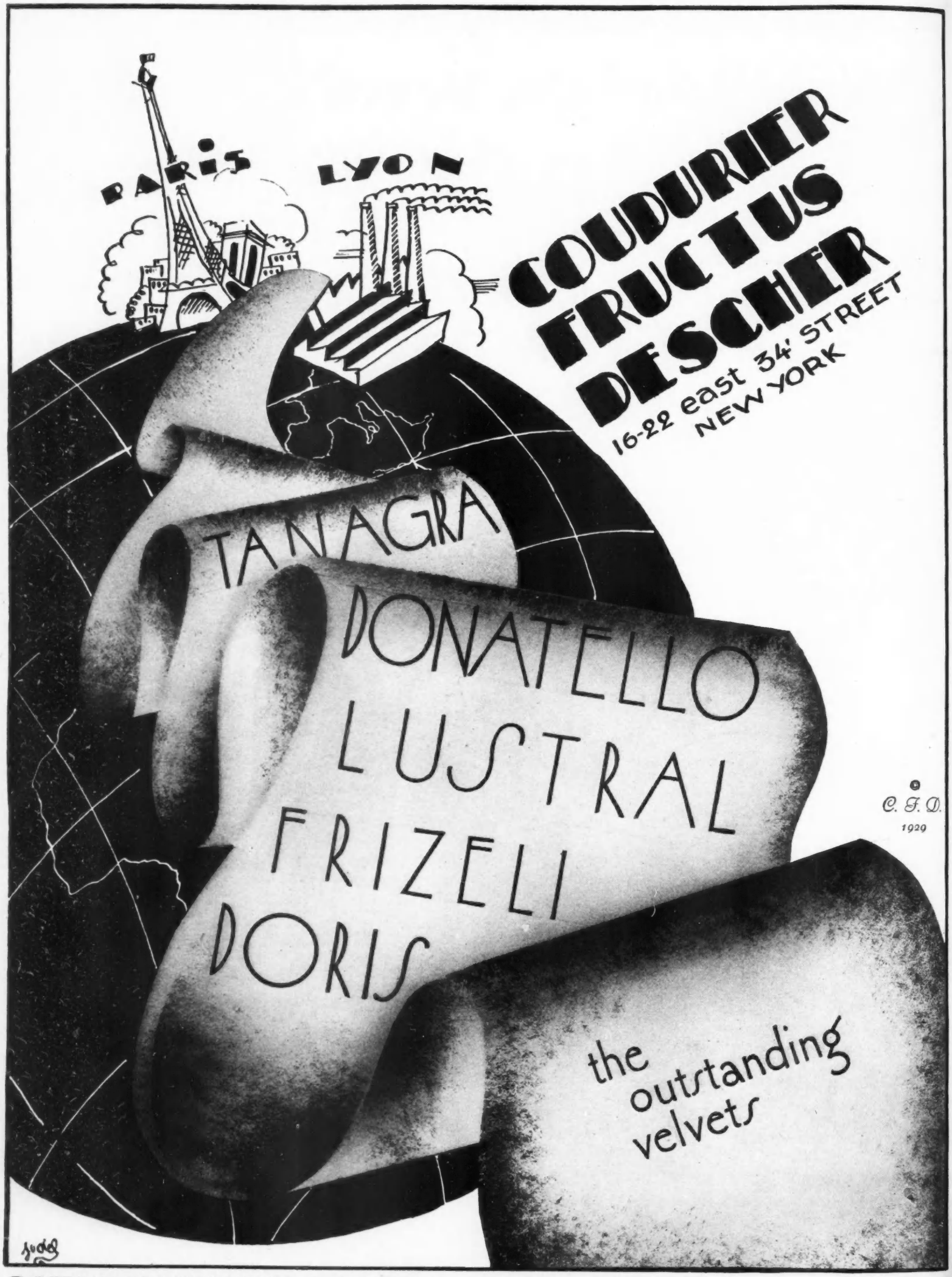
These are just indications of the great variety of suits we have for wear in the water or on the sand. All the latest ideas and creations from the beaches of Southern Europe are included. Send for booklet.

Abercrombie & Fitch Co.

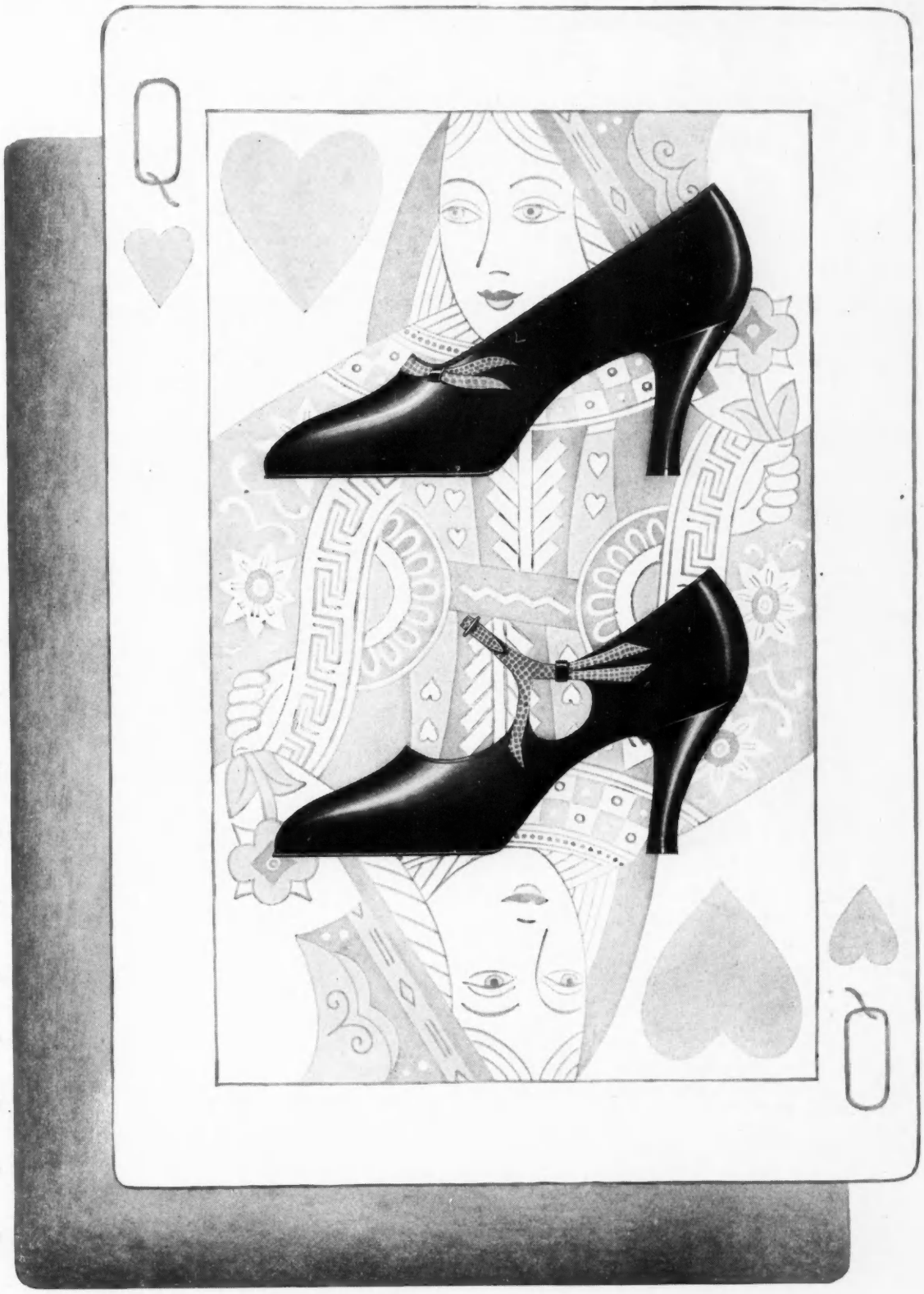
THE GREATEST SPORTING GOODS STORE IN THE WORLD

MADISON AVENUE A&F & 45 STREET. N.Y.C.

Von Lengerke & Detmold, Inc. is now combined and housed with Abercrombie & Fitch Co.



OBTAINABLE IN THE SMARTEST STORES THROUGHOUT AMERICA



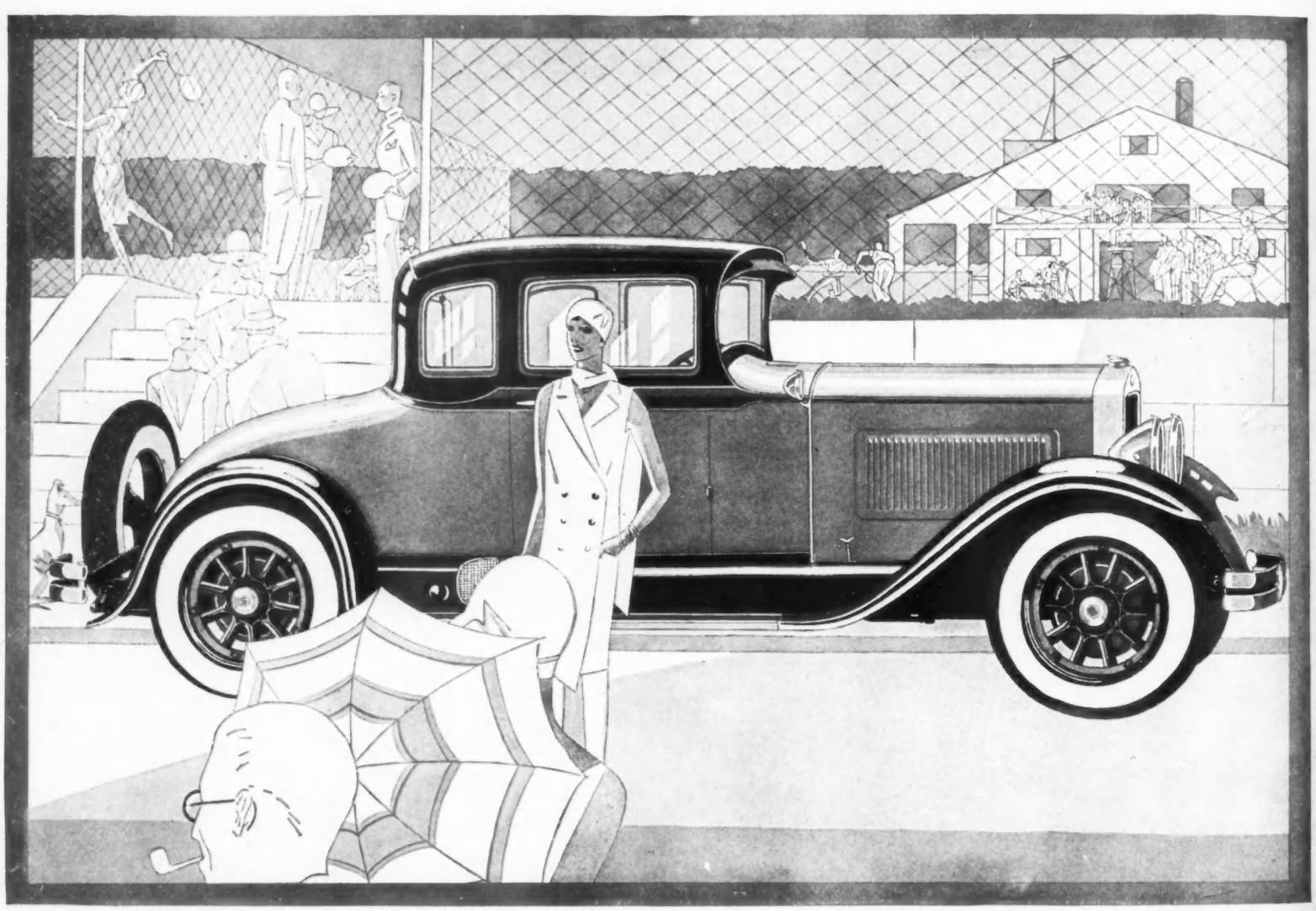
SMART shoes of black mat-finish kid trimmed with contrasting reptile are winning cards in the game of style, whether it is played at the afternoon bridge or about the tea tables. Walk-Over has decreed this. Moreover, Walk-Over has developed ultra-chic models in which this altogether new and refreshing combination accents the trim lines of the shoes themselves. The upper illustration shows the "Moderne," a trim black mat kid pump with greige snakeskin. Price $14.50. The "Oriole" has a single, buckled strap of greige snakeskin, mounted on a well-cut shoe of semi-mat kid. Price $14.50.

WALK-OVER **510 FIFTH AVE.**

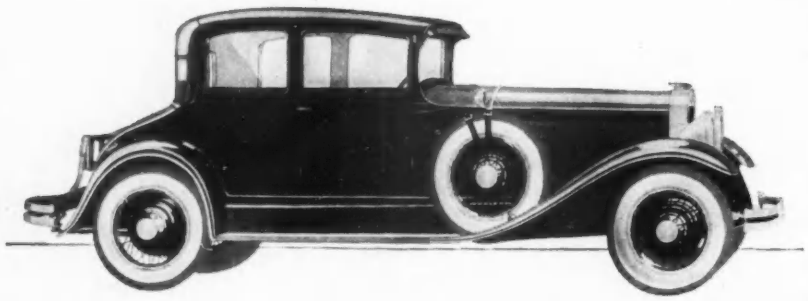
Paris—21 Boulevard des Capucines London—372 Oxford Street W.

BY THEIR STYLE YOU MAY KNOW THEM

. . . for artist and craftsman have truly interpreted the very spirit of Studebaker's champion motor cars



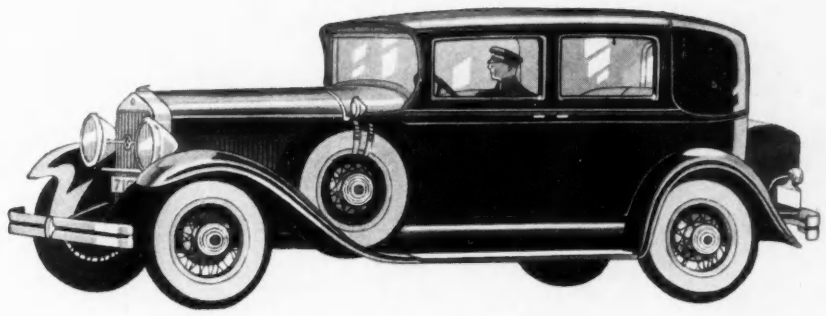
The Commander Coupe, available either as a straight eight or six, offers a choice of two body types—for four or for two passengers. The four-passenger model has a comfortable rumble seat, while the coupe for two affords generous luggage space in the rear. The Commander Six Coupe for Two is $1350, the Eight $1495. The Six-cylinder Coupe for Four is $1425 and the Eight $1550.



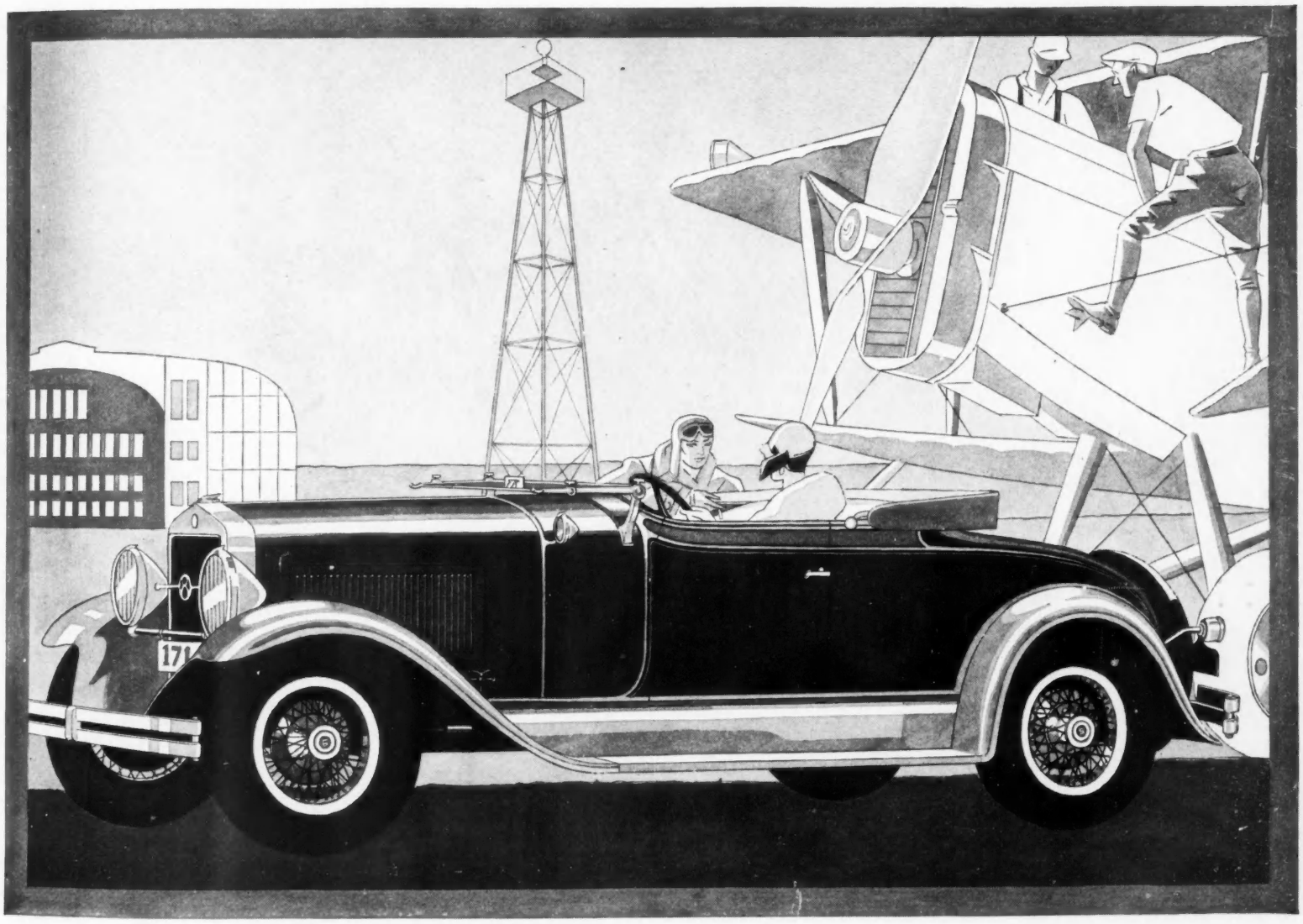
The President Eight State Victoria seats four in the utmost comfort. A very popular car for social or business use. Wide windows afford excellent vision. Six wire wheels and trunk rack are standard equipment. Priced at $1895. The Commander Eight Victoria is $1525, The Commander Six $1375.

LOOK for the sinewy grace that betokens fleetness and stamina . . . you will find it in motor cars by Studebaker, clothed in beauty befitting the holders of *every* official speed and endurance record for fully equipped stock cars. And the world has rewarded this championship performance and style with sales leadership among all the eights.

Look from the curb, from a passing car, from where you will—there is no view from which a glance does not reveal the low-swung beauty which sets these champion Studebakers apart from traffic.



The Commander Brougham. Companionable, roomy, beautifully appointed. Available as a straight eight or six. Upholstery is of broadcloth or mohair. Folding center arm rest in rear seat. Adjustable steering wheel, pedals and driver's seat. The Commander Straight Eight Brougham is $1675, the six $1525. Six wire wheels and trunk with three cases standard equipment.



Look from within, as you glide at ease. While your eyes rest upon perfect appointments, thank Studebaker engineering for riding comfort unknown until Studebaker introduced ball bearing spring shackles and added hydraulic shock absorbers.

Your every impression will be of a very costly car. Yet Studebaker's One-Profit manufacture results in prices which are surprisingly moderate.

The President Eight Roadster is a splendid interpretation of championship performance. Restful comfort for four—seating two in the spacious lounge seat and two in the commodious rumble. Built on the famous 115 horsepower world champion chassis. Ball bearing spring shackles and Houdaille hydraulic shock absorbers. Priced $1785, with five wire wheels.

All prices at the factory, bumpers and spare tires extra

STUDEBAKER

Builder of Champions

Helen would have known enough!

Helen of Troy was not blind to the things that gentlemen are not blind to! In this day, certainly, she would have worn Propper "Blue Edge" Stockings. She would have liked the *Contour* that Propper achieves by shadowed ankles and transparency at the calf. She, of all women, would have known enough to adopt these richer, more eye-entrancing stockings!

PROPPER

"BLUE EDGE"

America's Foremost Chiffon Stocking

AT ALL SHOPS SERVING A DISCREET CLIENTELE

Make the Famous Propper Experiment—

Put an ordinary stocking on one leg and a creation by Propper on the other. Notice the *Contour* that the Propper stocking gives because of its ankle-shadows and its calf-transparency.

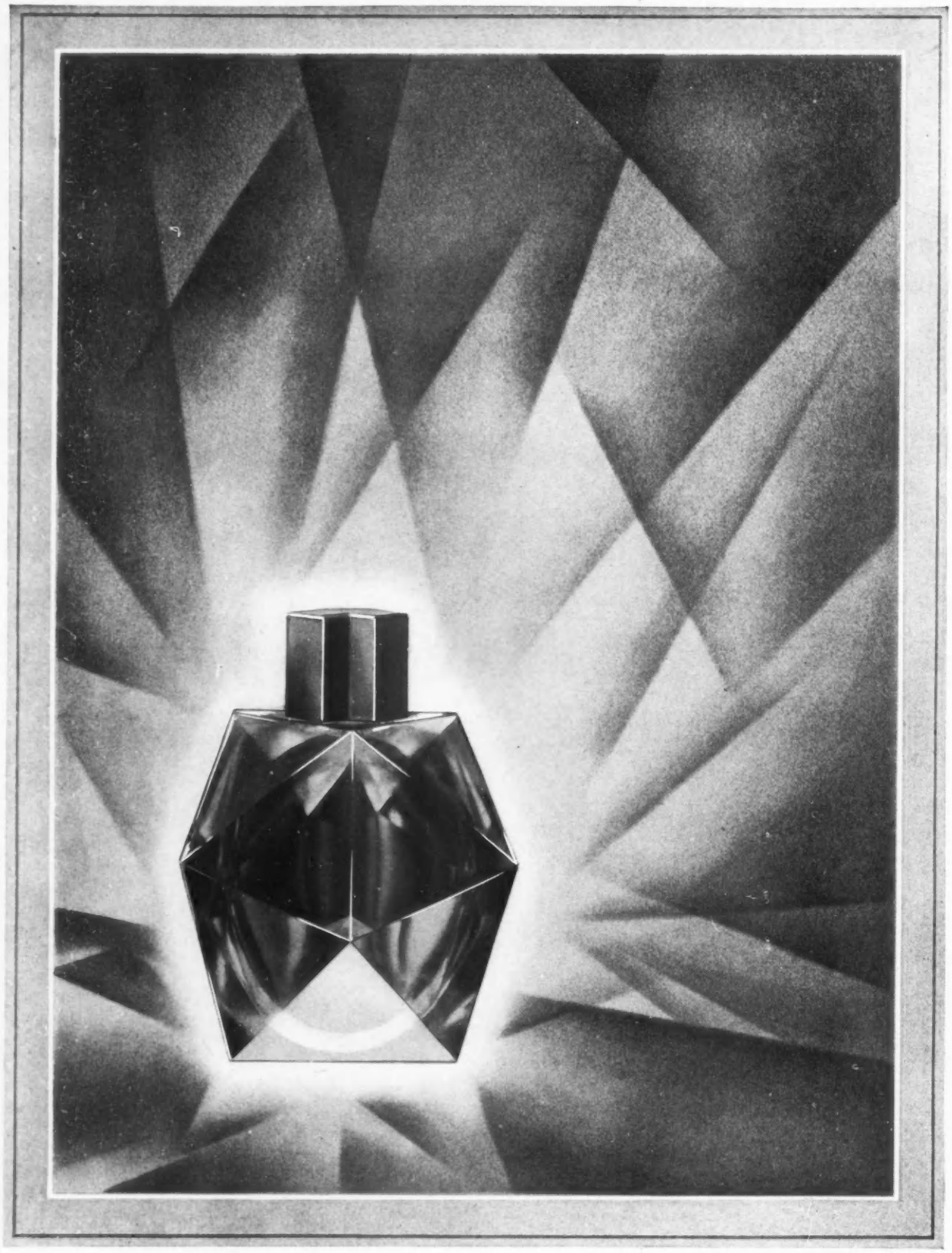
© 1929 P. H. M.

DRAWING BY
LEAH RAMSAY

TO REMEMBER EVERY SINGLE DESIGN IN A NEW GROUP OF STEHLI PRINTS WOULD BE A PRODIGIOUS FEAT OF MEMORY . . . BUT TO FORGET THE SAVOIR FAIRE OF THE WOMAN WEARING ONE IS IMPOSSIBLE

Stehli Silks

Copyright 1929, by Stehli Silks Corporation, 200 Madison Avenue, New York : Paris : London : Zurich.



ESSENCE-RARE

The newest, and the most sumptuous creation of the foremost of parfumeurs - - -

HOUBIGANT
PARIS

Blonde, brunette, or *titian* . . . there are certain Jantzen colors best suited to your type. Once you've chosen yours, 'tis a simple matter to complete your ensemble . . . robe, cap, belt, shoes . . . for beach parade.

Then, when cool waters beckon, cast aside your robe and enjoy the full pleasure of swimming in a Jantzen. Tightly knitted from the strongest long-fibred wool, a Jantzen fits you perfectly, permits such freedom for swimming that you scarcely know its on you! Smart, too, in appearance, with its trim, youthful lines.

See the new models at your favorite store . . . the *Twosome, Sun-suit, Speed-suit.* Conveniently buttonless in sizes to 42; unbreakable rubber button on larger sizes. Specially packed in «color harmony sets» for each type. Gay hues, pastel shades, or stripes. Color-fast; being literally *dyed-in-the-wool.* Your weight is your size. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; Sydney, Australia.

Jantzen

The suit that changed bathing to swimming

JANTZEN KNITTING MILLS, DEPT. 47, PORTLAND, OREGON.

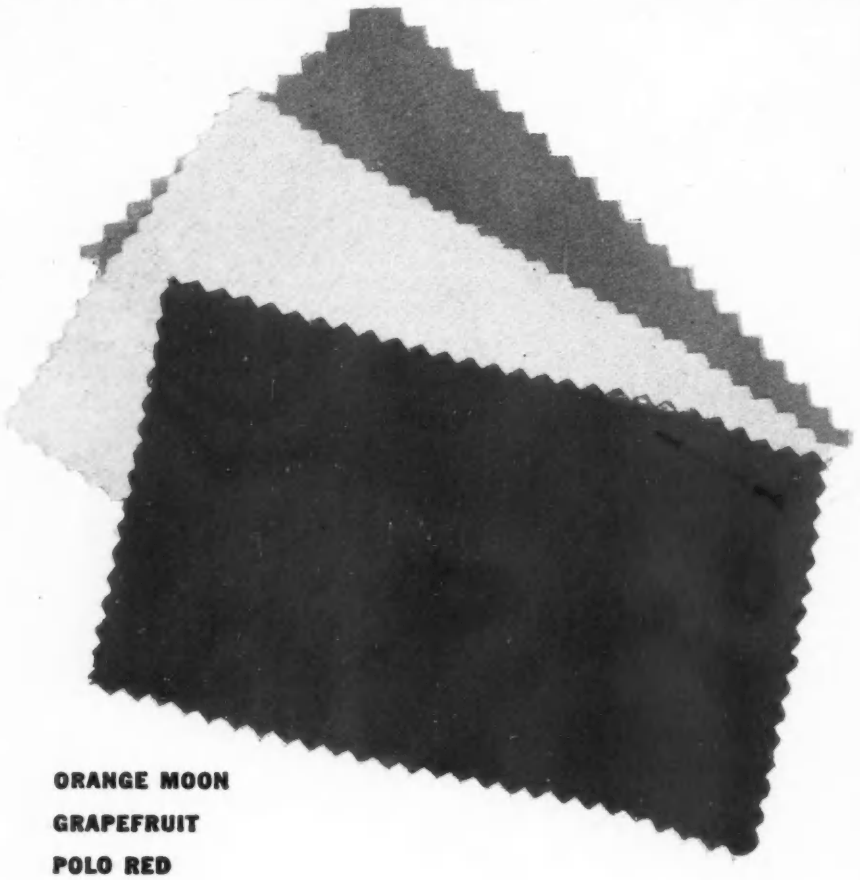
Send me free *'Jantzen Color Harmony Guide'* showing Jantzen colors best suited to my type; also suggestions for creating a colorful beach ensemble.

Name_____ Address_____

NUANCIA...SHADOW SHEER...THE NEW CHENEY CHIFFON THAT IS FLAT AND

WITHOUT CREPINESS STOP OF MOUSSELINE TYPE STOP CREATED TO INTERPRET

THE SHEER FASHION TREND FROM PARIS STOP ITS SHEERNESS AND GRACE ARE



ORANGE MOON
GRAPEFRUIT
POLO RED

The French croquis (fashion sketch) was especially designed in Paris for NUANCIA *and represents the very type of frock for which* NUANCIA *was created. It illustrates the point that chiffon frocks are slender, svelte affairs and not the fluttery, billowy garments of former seasons. The color is "Matins."*

ESPECIALLY WOVEN FOR BREATHLESS SUMMER NIGHTS STOP COMES IN ALL

FASHION IMPORTANT COLORS INCLUDING THE CAPUCINE TONES SHOWN IN THE

SWATCHES. CHENEY SILKS NY

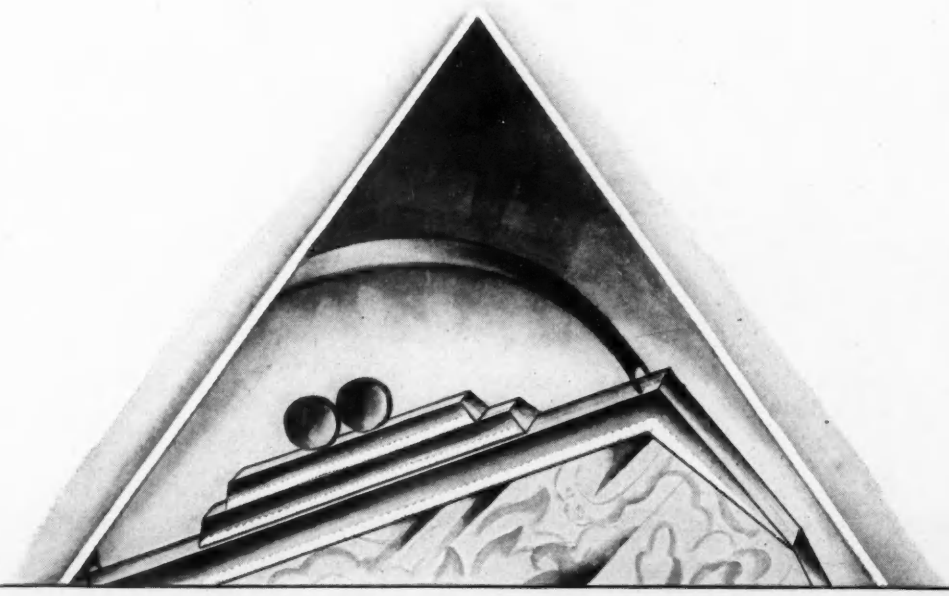
A HANDBAG IS NO SMARTER THAN ITS FRAME

NOTHING contributes more to the true *quality* of a handbag than its FRAME. Manufacturers who build for more than eye value know this—and choose Jemco Frames. You can identify a Jemco Frame by the little diamond trademark stamped on the frame near or on the hinge cap. It is your assurance of style correctness and genuine quality.

The J. E. MERGOTT CO.

The World's Largest Producers of Ladies' Hand Bag Frames

NEW YORK, N. Y.



America's Foremost Sportswear Shops

No. 251
This delightful two piece frock has a pleated skirt and appliqué at neck and waist in contrasting colors.

No. 250
A sleeveless two piece frock with the popular flare skirt. Has the new square neck and is charmingly trimmed.

No. 249
A graceful flare skirt and the new sun tan back make this one piece sports frock a fashionable favorite.

LINEN FROCKS

Washable—Non-shrinkable—Fast Colors.
Sizes 14 to 20
White, maize, green with contrasting motifs.

$14.95

Mail Orders Filled

Emily SHOPS INC.

New York, 554 Fifth Avenue

Brooklyn, N. Y. Philadelphia, Pa. Cleveland, Ohio Washington, D. C. Newark, N. J.

Sheer Frocks in Georgette of TUBIZE

GEORGETTE of Tubize is being used for the very prettiest of the new summer dresses. Among the sheer, crisp prints so fashionably important these dainty frocks stand out as smart, attractive and eminently practical.

The delicately flowered afternoon frock shown here has a becoming jacket front which ties at the waist. The skirt is smartly flared.

A print of modernistic chrysanthemums is used for this say dress. The deep collar has a touch of plain georgette for contrast.

Tubize

Reg. U. S. Pat. Off.

Brand YARN Made in U. S. A

TUBIZE ARTIFICIAL SILK CO. OF AMERICA - - 2 Park Avenue, N. Y. C. - - Factories: Hopewell, Va.

svelda pique

Frock by Courtesy of Franklin Simon & Co.

If you would like to have a sample of Svelda Pique, write to Galey & Lord, Inc. 57 Worth Street, New York

This tennis frock has a low V-back, an all-round plaited skirt and is of the newest sports fabric—Svelda Pique. It comes in white, eggshell, maize, light blue and tea rose.

By ~

aperfoyle

CHIFFOAM* LINGERIE
by Gordon

—is the kind you buy for "special occasions"
. . then find yourself wearing it all the time!

. . sheer and cool as nothing at all . . smart and lovely! Every little nicety of French underwear . . shoe-string shoulder straps . . tiny rolled pipings . . wee button-holes. And each piece has been designed with summer's smartest dress silhouettes in mind. Princess line chemises . . . chemises with smoothly banded hiplines . . . chemises with deep V or U backs (perfect alike for tennis or evening frocks) . . . vests that fit smoothly without a bunchy drawstring . . . bandeaux that uplift and fashionably accentuate feminine curves . . . shorts and panties that are loose and comfortable.

Just everything, in fact, that the chic moderne woman wants in lingerie!

Chiffoam* is silk . . . sheerer than glove silk . . . and stronger, too. It wears and wears and keeps its lustre even after countless washings. And if you're a busy person, don't iron it! Just pull it smooth with your fingers.

Gordon CHIFFOAM Underwear

©B. D CO. '29

*TRADE-MARK REGISTERED

Traveling Costumes of CELANESE

TRADE MARK REG. U.S. PAT. OFF.

Fabrics

are perfect companions for a summer trip

THESE amazing modern fabrics have style—and beauty—and glorious color. They're just *made* for "going places." It's hard to wrinkle them—particularly the Tricot. They do not sag, shrink or stretch. They've a violent dislike for dirt and soot—for only the surface of the fabric soils. With a sympathetic understanding of brief stop-overs and close train connections—they may be cleansed with just a swish of their folds in lukewarm suds, and they dry in almost no time. Their colors are unusually fast; even perspiration does not permanently stain them or mar their lovely colors. And—best of all—so reasonably are they priced, for such fine fabrics, that the saving in cost will permit an extra stop or two on your itinerary.

Best & Co., knowing the hard life travel clothes must lead, suggest this knit Travel Ensemble of lustrous Celanese Tricot for the prospective globe-trotter.

Celanese yarns, fabrics and articles are made from synthetic products manufactured exclusively by the Celanese Corporation of America, 180 Madison Ave., N.Y.C.

TRICOTS....SATINS....TAFFETAS....TWILLS....PERMANENT MOIRES

Snuggleband Underthings

(Copyrighted and Patented)

The Original Four-in-one Garment

Single
No. 131—$15.00
Posed by Betty Vane

A Type For Every Figure!

and the

Garters button on

Reinforced
No. 133—$17.50
Posed by Betty Vane

HAVE YOUR FIGURE ANALYZED

At Your Favorite Shop

If there is no dealer in your town, write direct and we shall be glad to fill your order.

Manufactured by

LIST OF DEALERS

THE MAY COMPANY, *Los Angeles, Cal.*
BULLOCKS, *Los Angeles, Cal.*
S. M. BINGHAM & CO., *San Diego, Cal.*
BROMLEY-SHEPARD CO., *San Francisco, Cal. Wholesale Office, 833 Market St.*
CITY OF PARIS CO., *San Francisco, Cal.*
LIVINGSTON BROTHERS, *San Francisco, Cal.*
S. H. BRAKE CO., *Berkeley, Cal.*
ERDMANN'S SPECIALTY SHOPPE, *Hollywood, Cal.*
MADAME J. C. BENEWAY, *Hartford, Conn.*
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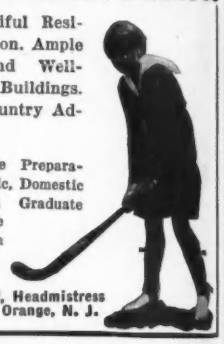

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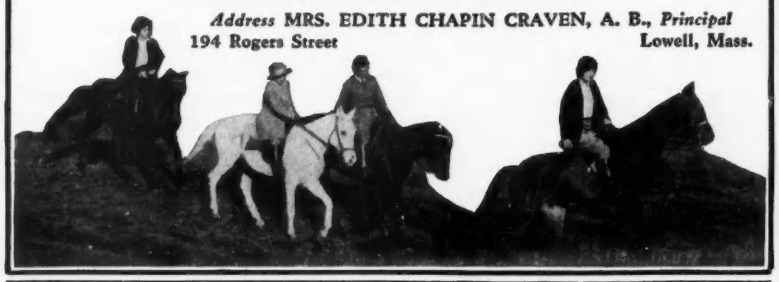

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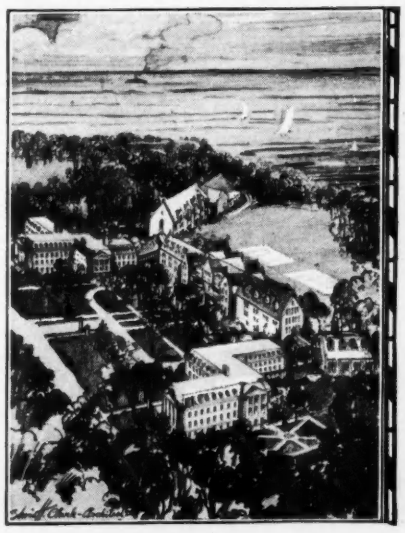

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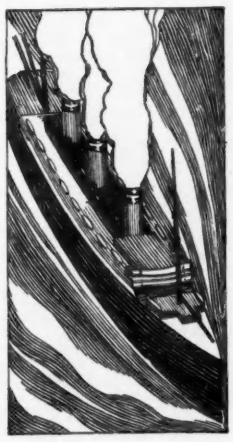

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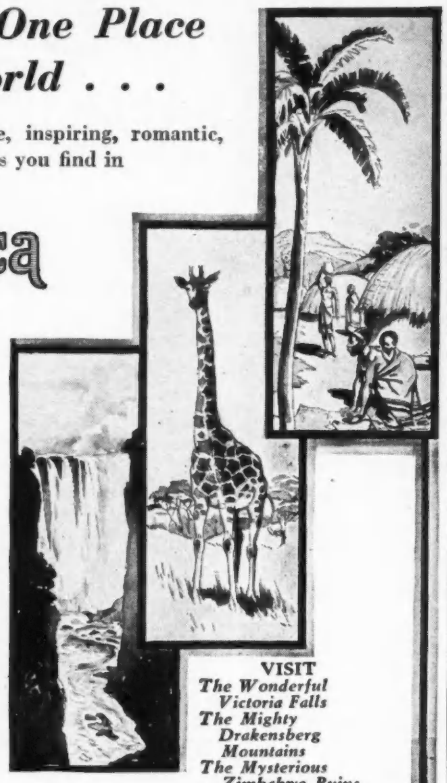

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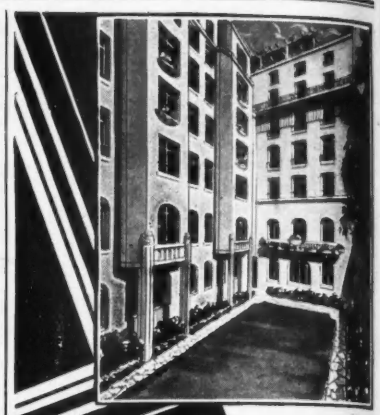

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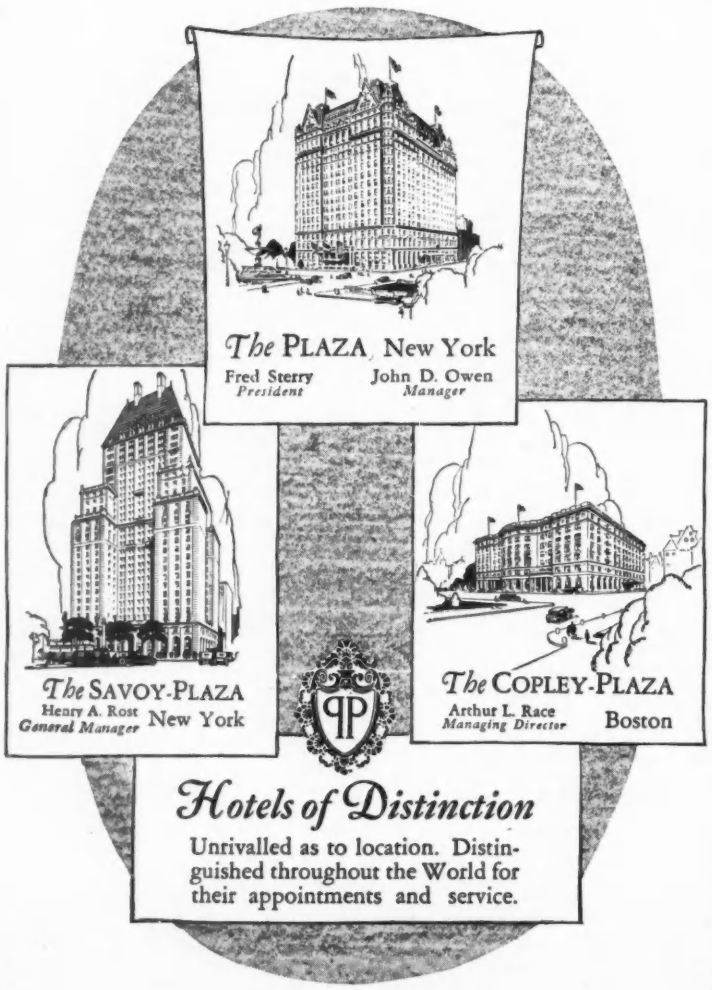
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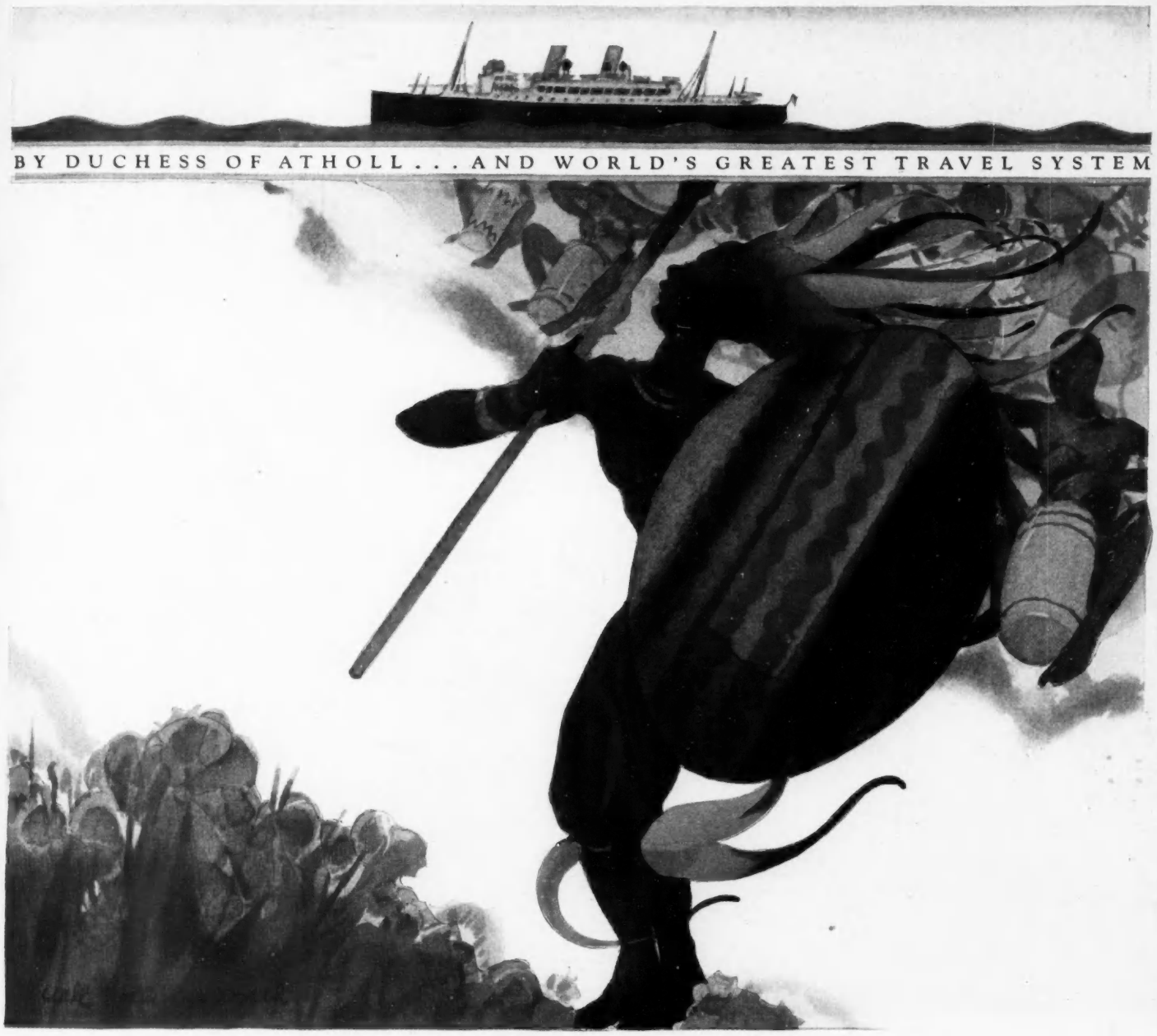

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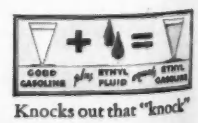

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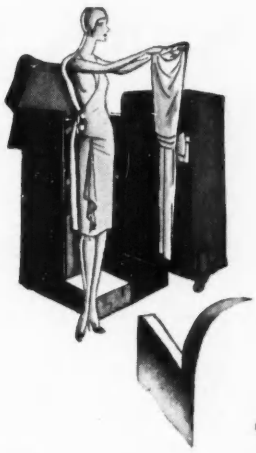

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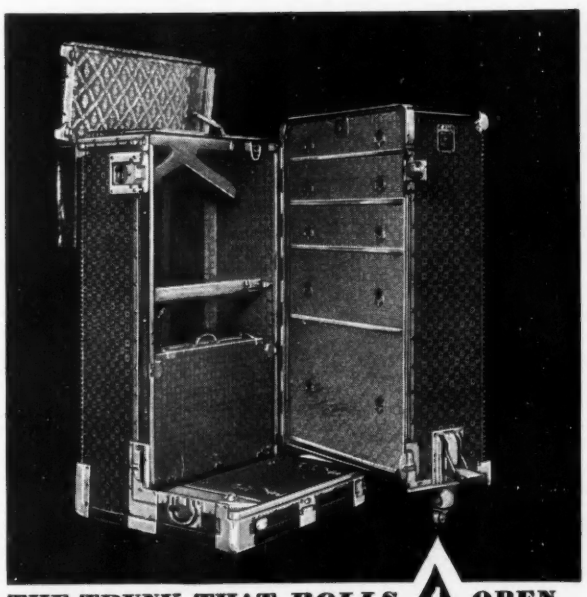

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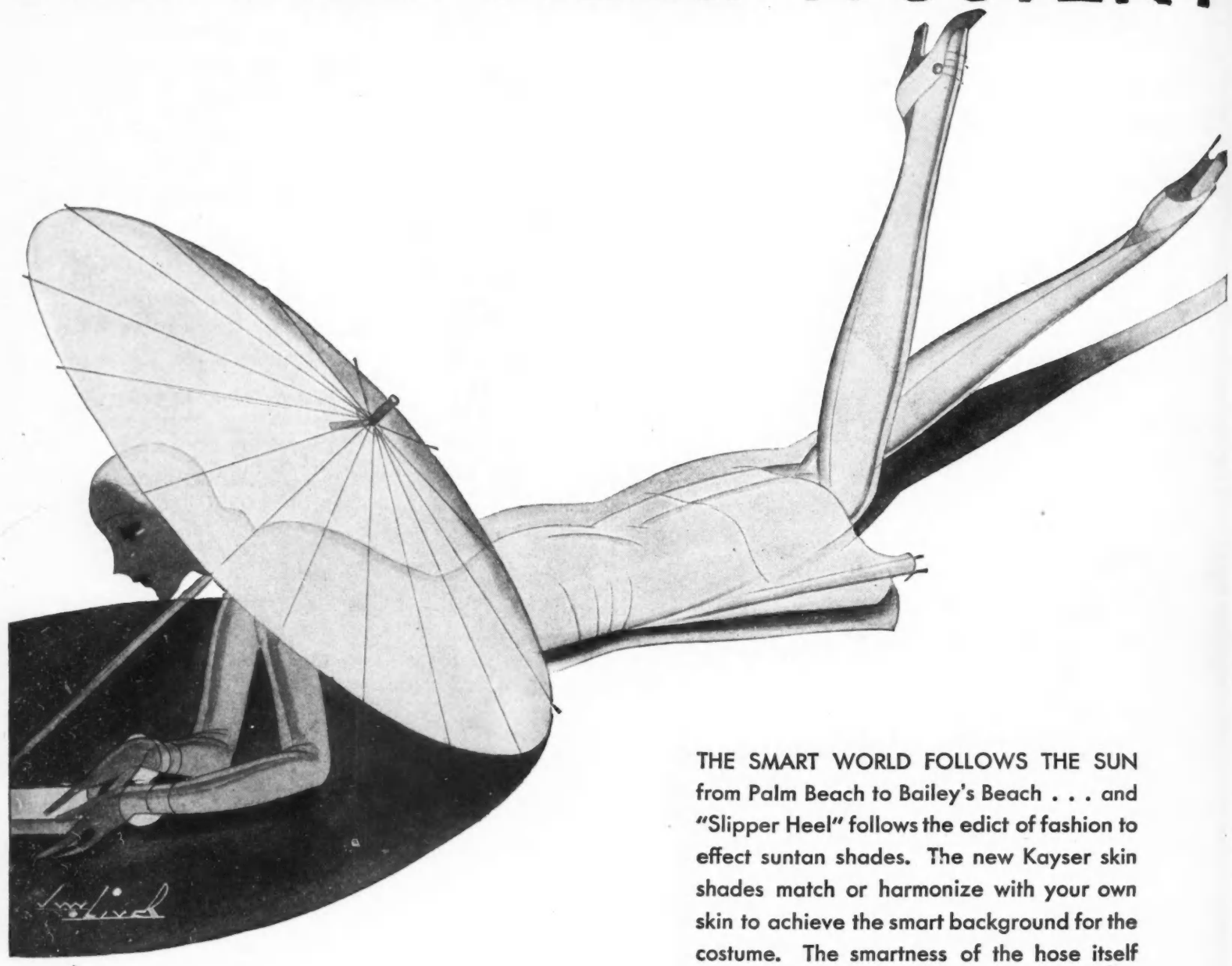

THE SMART WORLD FOLLOWS THE SUN from Palm Beach to Bailey's Beach . . . and "Slipper Heel" follows the edict of fashion to effect suntan shades. The new Kayser skin shades match or harmonize with your own skin to achieve the smart background for the costume. The smartness of the hose itself goes without saying, for it creates a slimmer, trimmer, ankle line . . . and its texture is so fine and clear that it creates the illusion of fine, satiny skin.

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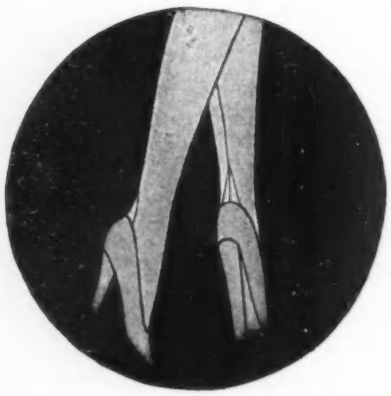

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HIGHWAYS *and* BUYWAYS *of* PARIS

The SHOPS of VOGUE in PARIS

AT Marie-Christiane's hat shop, in the place Vendôme, there is a charming new necklace made of twisted coils of white crystal beads with a peculiar frosty look, such as I have not seen before. The most charming feature of this necklace is the fastening, composed of several links of black jet, which sets off the crystals most beautifully and adds a new note. I first saw it worn by the Countess Muñoz.

SPEAKING of crystal, the glass shop, May, which is so well known for the crystal trees and flowers that were at one time a conspicuous fashion, has recently exhibited some lovely pieces of small furniture—tables and columns—made of mirror. This is worth knowing, as mirror furniture is now very much a part of the modern idea in decoration. These little tables are simple, charming, and reasonable in price. The shop has, also, a great number of mirror vases and other flower receptacles, which look very well in the modern room.

THE wide-spread use of mirrors in other than wall decoration was started by Drian, the artist, who has painted so many decorations on mirror backgrounds. It was he who first revived the fashion of making mirror furniture (for, of course, there are examples of furniture inlaid with mirror in the time of Queen Anne, which, with a little change, make very good documents for the modern artist), of using mirror flower bowls, and even mirror service plates for the table. Drian's Paris studio is at 29, rue Descombes, and there are often many interesting things of this kind to be seen there.

CHANEL, in her sports and accessory *boutique* on the rue Cambon, has mirror bowls and plaques for the table, as well as her crystal flowers, and lately I have seen there a magnificent mirror screen, which I am sure she would reproduce, if requested. The hurried traveller will be interested to know that some ready-to-wear sports costumes, which she will alter, are to be had in this shop, at what is a very nominal price for Chanel. *(Continued on page 34)*

LOUISEBOULANGER
CHAMPS ÉLYSÉES
3 RUE DE BERRI

DRESSES
FURS
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The SHOPS of VOGUE in PARIS

HIGHWAYS *and* BUYWAYS *of* PARIS

The SHOPS of VOGUE in PARIS

(Continued from page 33)

THE Paris department store, Au Printemps, has long been famous for its fine assortment of "terry cloth," or crash towelling by the meter. This spring, they have excelled themselves and are showing the most beautiful patterns that I have ever seen in this sort of thing. Two, in particular, struck my fancy: one of varicoloured stripes, like Roman striped silk; and another of huge disks in all colours on a white ground. It is the fashion to make beach robes or bath-robes of these materials with a huge square towel to match, and Au Printemps will make these sets to suit your fancy.

THIS column was started with the idea of giving addresses of small out-of-the-way Paris shops and of noting anything that was useful or interesting to the stranger in Paris. But, as time goes on, the author finds that he can not resist including addresses of equally interesting shops in the various parts of Europe in which he finds himself every now and then. Recently, he was in Palermo, and after that in Rome, so this time the column reflects the delightful occupation of shopping in new places.

The most interesting shops in Palermo are those in which antiques are to be found, and they are most unusual. In this day, when antique shops are second in importance only to historical sites, from the traveller's view-point, there are two Palermo shops that may come to be of use to the reader. The Galerie Daneu, largest and most important of the antique shops, is near the Cathedral in the Corso Vittorio Emanuele. Here is a large collection of marvellous Sicilian embroideries that are almost impossible to find outside of Sicily. Here, also, is the most extraordinary collection of the gay and decorative paintings that were originally panels in the famous

(Continued on page 36)

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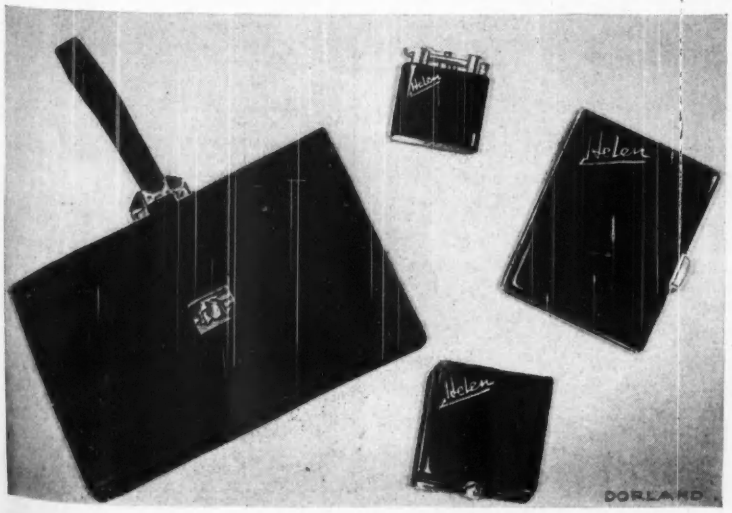

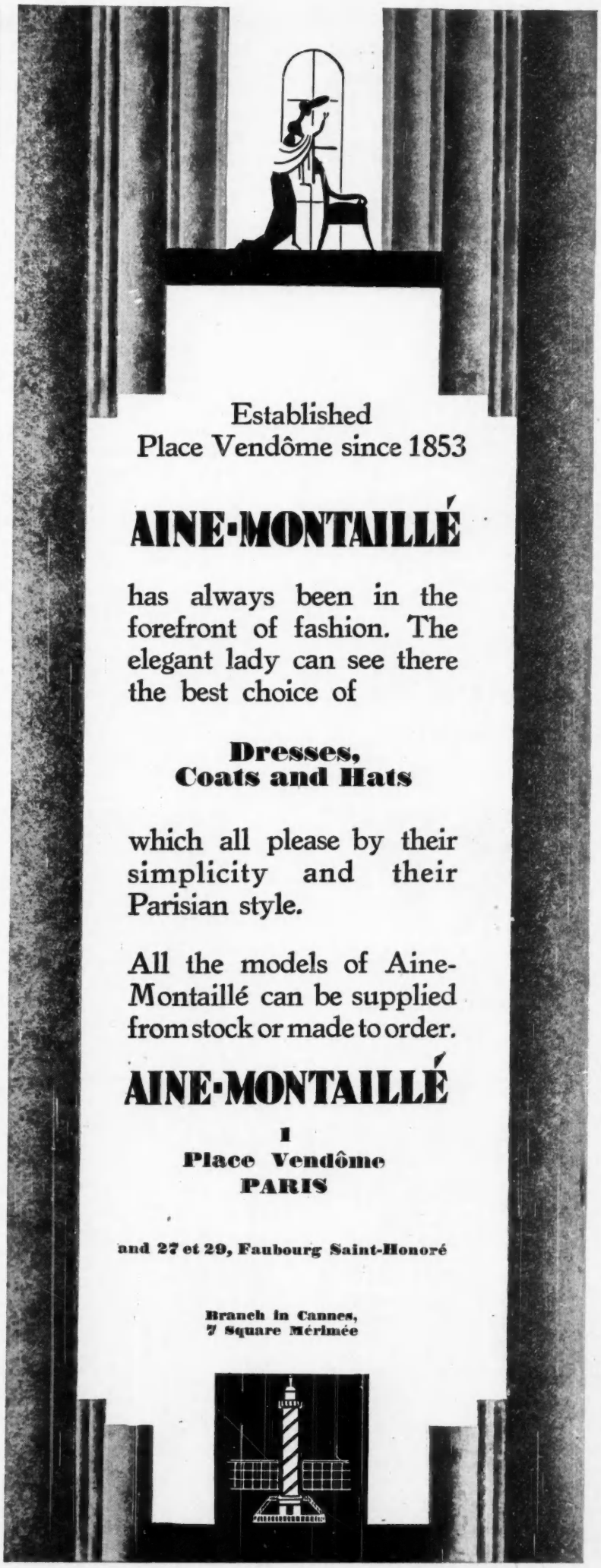

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The SHOPS of VOGUE in PARIS

HIGHWAYS *and* BUYWAYS *of* PARIS

The SHOPS of VOGUE in PARIS

(Continued from page 34)

Sicilian carts, which are still one of the picturesque sights of the countryside. These and the gaily painted rush-bottom chairs, which are an industry of the island, at once suggest themselves for the simple country house of the Long Island farmhouse type.

ANOTHER charming shop, Bernardo e Francesco Patella, at 4 Via Biscottari, is famed chiefly for its furniture and marbles. The furniture found in the antique shops of Sicily is usually Directoire in period and even more fantastic and amusing than that to be found in the rest of Italy. Here, also, are extraordinary examples of inlaid furniture, in which ivory and ebony have been used extravagantly. I have never seen antique shops with so much that is characteristic of the locality, which, to say the least, has a flavour all its own.

IN Rome, I had a new experience at the shop of Di Segni in the Piazza di Spagna. This shop has the finest collection of stuffs to be found in Europe—Renaissance velvets and eighteenth-century brocades—, and to see a collection of materials of this quality was as thrilling as to see a great collection of jewels at Cartier's. I was spellbound by the beauty of the green, blue, peach, and yellow velvets that, even to the amateur's eye, were something to be appreciated. Things of this quality are rare, as the collector well knows, and the materials I saw there are probably the only things of that kind to be had in the open markets of Europe to-day.

IN conclusion, I wish to mention "Le Bâteau Ivre," 3 place de l'Odéon, in Paris, which is a new *boîte* on the other side of the river. An excellent pianist and a charming atmosphere of brilliance and what the French call *élégance* give this place, though new, quite a reputation.

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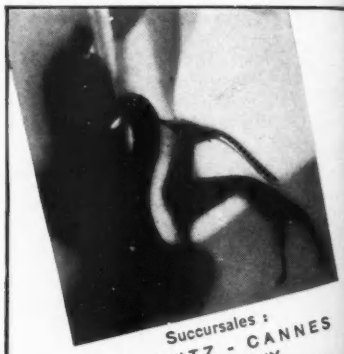
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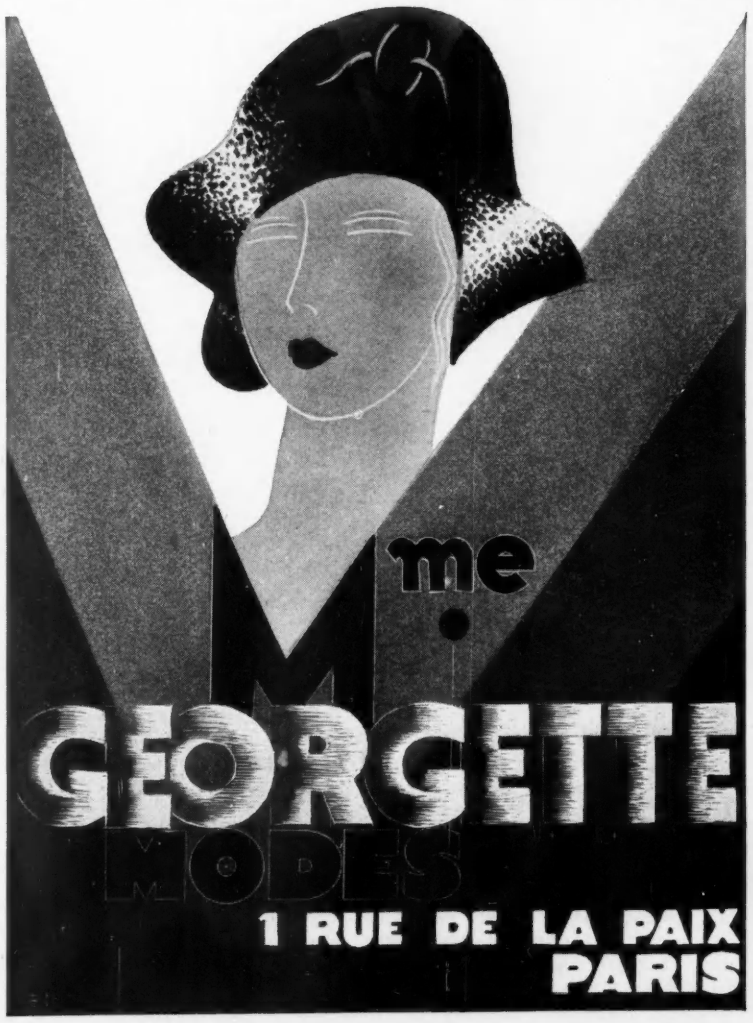

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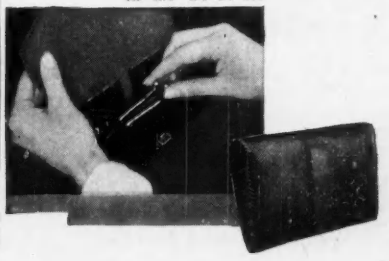

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SOCIETY

Births

NEW YORK

Crawford—On May 13, to Mr. and Mrs. Robert L. Crawford, third, (Catherine Okie), a son.

de Mun—In May, to Count and Countess Albert de Mun (Grace Cuyler), a son.

Dinkins—On May 18, to Mr. and Mrs. Philip Moss Dinkins (Virginia Wilson), a daughter.

Ford—On May 17, to Mr. and Mrs. W. Arnold Ford (Katherine Gray), a son.

Gifford—On May 16, to Mr. and Mrs. John Archer Gifford (Barbara Prosser), a son.

Laimbeer—On May 13, to Mr. and Mrs. Francis E. Laimbeer junior, (Eleanor Hains), a son.

McCormick—On May 17, to Mr. and Mrs. Robert E. McCormick (Helen Roberts), a daughter.

Morgan—In May, to Mr. and Mrs. Jasper Morgan (Rachel Littleton), a daughter.

Palmedo—On May 7, to Mr. and Mrs. Roland Palmedo (Elizabeth Franklin), a daughter.

Rockefeller—On May 9, to Mr. and Mrs. James Stillman Rockefeller, a son.

Snow—On June 22, to Mr. and Mrs. George Palen Snow (Carmel White), a son.

Woodland—On May 12, to Mr. and Mrs. H. Thompson Woodland (Edith Bartow), a son.

CHICAGO

Southgate—On May 6, to Mr. and Mrs. Richard Southgate (Lila Lancashire), a son.

PHILADELPHIA

Haslam—On May 7, to Mr. and Mrs. Greville A. G. Haslam (Dorothy Lee), a son.

Lorimer—On May 6, to Mr. and Mrs. Graeme Lorimer (Sarah Moss), a daughter.

Engagements

NEW YORK

Baker-Lindsay—Miss Jane Baker, daughter of Mr. and Mrs. William H. Baker, of Montclair, New Jersey, to Mr. David Lindsay, third, son of Mr. and Mrs. David Lindsay, junior.

Engagements—Continued

Blanc-Crippen—Miss Elliott O. Blanc, daughter of Mr. and Mrs. Edward H. Blanc, to Mr. Huston Durrell Crippen, son of Mr. and Mrs. H. D. Crippen.

Booth-Dodge—Mrs. Vernon Booth, junior, daughter of Mr. and Mrs. David R. Forgan, of Chicago, Illinois, to Mr. Philip Lyndon Dodge, son of Mrs. Francis E. Dodge.

Chatillon-Fitz-Gerald—Miss Hortense Chatillon, daughter of Mr. and Mrs. George Edmund Chatillon, to Mr. Philip John Fitz-Gerald, son of Mr. and Mrs. William Fitz-Gerald, of Brookline, Massachusetts.

Collins-Grant—Miss Mary Harriet Collins, daughter of Mr. and Mrs. Edward Colwell Collins, of Cleveland, Ohio, to Mr. John Phillips Grant, son of the Reverend John H. Grant and Mrs. Grant.

Corpening-Smith—Miss Elizabeth Richards Corpening, daughter of Mr. and Mrs. Edward B. Atkinson, to Mr. Charles Frederick Smith, son of Mr. and Mrs. John Frederick Smith.

Delanoy-Hoggson—Miss Constance Delanoy, daughter of Mrs. Charles G. Cornell, to Mr. MacLean Hoggson, son of Mr. and Mrs. William J. Hoggson, of New York and Greenwich, Connecticut.

Edwards-Haight—Miss Margaret Edwards, daughter of Mrs. Oliver Edwards, to Mr. Charles Sherman Haight, junior, son of Mr. and Mrs. Charles Sherman Haight.

Faulkner-Fiske—Miss Katherine U. Faulkner, daughter of Colonel Albert U. Faulkner and Mrs. Faulkner, to Lieutenant John Francis Fiske, son of Bishop Fiske and Mrs. Charles Fiske.

Mathews-La Farge—Miss Wanden E. Mathews, daughter of Mr. and Mrs. Edward Roscoe Mathews, to Mr. Oliver La Farge, second, son of Mr. and Mrs. C. Grant La Farge, of New York and Saunderstown, Rhode Island.

Meert-Olcott—Miss Constance van Buren Meert, daughter of Mr. and Mrs. Frederic W. Meert, of South Nyack-on-Hudson, to Mr. Clarence Worth Olcott, second, son of Mr. and Mrs. J. Perry Olcott, of Nyack-on-Hudson.

(Continued on page 39)

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REGENT 2017-8

SOCIETY

(Continued from page 38)

Engagements—Continued

Pardee-Russell—Miss Gertrude B. Pardee, daughter of Mrs. Ensign B. Pardee, to Mr. Frank Russell, son of Mrs. Frank Russell.

Taylor-Ely—Miss Mary King Taylor, daughter of Mrs. David Taylor, to Mr. Robert Grosvenor Ely, son of Mr. and Mrs. William Grosvenor Ely, of Schenectady, New York.

Van Antwerp-Kelsey—Miss Suzanne I. Van Antwerp, daughter of Mr. and Mrs. Thomas I. Van Antwerp, of Albany, New York, to Mr. Preston Halliday Kelsey, of Montclair, son of Mr. and Mrs. Preston T. Kelsey.

BALTIMORE

Hundley-Hall—Miss Helen Mason Hundley, daughter of Mrs. John Mason Hundley, to Mr. James Lyon Hall, son of Mr. and Mrs. Arthur H. Hall.

BOSTON

Mills-Osborne—Miss Eleanor Mills, daughter of Mrs. Charles Mills, to Mr. David M. Osborne.

Reynolds-Pratt—Miss Charlotte Reynolds, daughter of Doctor Harry B. Reynolds and Mrs. Reynolds, to Mr. Henry N. Pratt, son of Mr. and Mrs. Frederick S. Pratt.

Rotch-Bigelow—Miss Josephine N. Rotch, daughter of Mr. and Mrs. Arthur G. Rotch, to Mr. Albert S. Bigelow, son of Mr. and Mrs. Albert F. Bigelow, of Brookline, Massachusetts.

Engagements—Continued

PHILADELPHIA

Holloway-Brown—Miss Alice Bailey Holloway, daughter of Doctor H. V. Holloway and Mrs. Holloway, to Mr. Alexander Shute Brown, son of Mr. and Mrs. Andrew H. Brown.

Warder-Price—Miss Celestine Warder, daughter of Mr. and Mrs. George Buckley Warder, to Mr. Harvey A. Price, junior, son of Mr. and Mrs. Harvey A. Price.

Wilson-Chalmers—Miss Helen G. Wilson, daughter of Mr. and Mrs. Allen R. Wilson, to Mr. Paul M. Chalmers, of Wayne, Pennsylvania.

Weddings

NEW YORK

Armstrong-Conkling—On May 20, in the Old First Presbyterian Church, Mr. Meyert M. Armstrong, son of Mrs. Aldis Squire, of West Orange, New Jersey, and Miss Natalie Burleigh Conkling, daughter of Mrs. D. Paul Burleigh Conkling.

Bingham-Howell—On June 10, in the chapel of Saint Bartholomew's Church, Mr. Charles Tiffany Bingham, son of Senator Hiram Bingham and Mrs. Bingham, and Miss Kathleen Wattson Howell, daughter of Mrs. Irwin White Howell.

(Continued on page 40)

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SOCIETY

(Continued from page 39)

Weddings

NEW YORK

Coe-Bertini—On May 17, Mr. Fordyce Barker Coe, son of Doctor Henry Clarke Coe and Mrs. Coe, and Miss Gene Bertini, daughter of Mr. and Mrs. O. F. Bertini.

Crawford-Armitage—On June 14, in Saint Bartholomew's Church, Mr. Harden L. Crawford, junior, son of Mr. and Mrs. Harden L. Crawford, and Miss Virginia Armitage, daughter of Mr. and Mrs. Paul Armitage.

Davenport-Clarke—On May 13, Mr. Russell Wheeler Davenport, son of Mrs. Russell W. Davenport, of Philadelphia, Pennsylvania, and Mrs. Marcia Gluck Clarke, daughter of Mrs. Efrem Zimbalist.

Farrand-Wainwright—On May 13, Mr. John Farrand, son of Doctor Livingston Farrand and Mrs. Farrand, and Miss Caroline Townsend Wainwright, daughter of Mr. Richard Tighe Wainwright.

Hansen-Pedersen—On May 10, Mr. Lorentz Hansen, of Copenhagen, Denmark, and Miss Katherine Wendell Pedersen, daughter of Doctor James Pedersen and Mrs. Pedersen.

Harding-Fox—On May 30, Mr. William Barclay Harding, son of Mrs. J. Horace Harding, and Miss Constance Fox, daughter of Mr. and Mrs. Lyttleton Fox.

Hinds-Earle—On May 11, in All Saints' Episcopal Church, Ensign John Fore Hinds, junior, and Miss Mary Janet Earle, daughter of Rear-Admiral Ralph Earle.

Weddings—Continued

Hoppin-Jaffray—On June 15, in the Church of Saint Barnabas, Irvington-on-Hudson, Mr. William W. Hoppin, junior, and Miss Edith Hewitt Jaffray, daughter of Mr. and Mrs. Edward Somerville Jaffray.

Houghton-Olmstead—On June 12, Mr. Arthur Amory Houghton, junior, son of Mrs. Arthur A. Houghton, and Miss Jane Olmstead, daughter of Mr. and Mrs. Vance C. McCormick.

Hunter-Gilbert—On May 17, in the chapel of the Fifth Avenue Presbyterian Church, Mr. Alexander Hays Hunter, son of Mrs. Alexander Stuart Hunter, of Pittsburgh, Pennsylvania, and Miss Marjorie Gilbert, daughter of Mrs. Ada Kipp Gilbert.

McKinley-Ansley—On May 31, in All Saints' Chapel, Great Neck, Long Island, Mr. John R. McKinley, son of Mr. and Mrs. William McKinley, and Miss Kennetha T. Ansley, daughter of Mr. and Mrs. William Atmore Ansley.

Powell-Travell—On June 6, in the Church of the Ascension, Mr. John W. Powell and Doctor Janet G. Travell, daughter of Doctor Willard Travell.

Ripley-Postley—On June 22, in the Chapel of the Beloved Disciple, in the Church of the Heavenly Rest, Mr. Mills Norton Ripley, son of Major Theron Monroe Ripley and Mrs. Ripley, and Miss Alice Highet Postley, daughter of Mr. A. Castle Postley.

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SUMMER TRAVEL

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VOGUE is published fortnightly, on alternate Saturdays, by The Condé Nast Publications, Inc., Greenwich, Connecticut. Entered as second class matter at the Post Office at Greenwich, Connecticut, under the Act of March 3, 1879.

MANUSCRIPTS must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by arrangement with its New York Office.

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The CONDÉ NAST PUBLICATIONS, Inc.

EXECUTIVE AND PUBLISHING OFFICES:
GREENWICH, CONNECTICUT

EDITORIAL OFFICES
GRAYBAR BUILDING, 420 LEXINGTON AVENUE
NEW YORK, N. Y.
Cable Address: Vonork, New York

VOGUE FOREIGN ADDRESSES

City	Street	Cable
LONDON	Aldwych House, Aldwych, W.C.2	Volon, London
PARIS	65 Avenue des Champs-Elysées	Vopar, Paris
BERLIN	Kurfürstendamm 211, W. 15	Voglin, Berlin

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Printed in the U. S. A. by The Condé Nast Press
Title Vogue Registered in the U. S. Patent Office

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SUBSCRIPTIONS for the United States, Canada, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, $6 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

AMERICAN VOGUE in Europe—besides British Vogue, French Vogue, and German Vogue published in London, Paris, and Berlin, copies of the American edition of Vogue may be obtained in Europe at the following book-stalls: MADRID: Sociedad General Española de Librería, 25 Calle de Ferraz. PARIS: Brentano et Cie, 37 avenue de l'Opéra; Librairie Galignani, 224 rue de Rivoli. BERLIN: R. Nettke, 1 Leipzigerplatz, Berlin W. 9. BRUSSELS: Salon des Modes de la Librairie Dechenne, Passage du Prince (Galeries Saint Hubert). VIENNA: Hermann Goldschmiedt, Wollzeile 11. ROME: Tito Adriani, Via del Tritone.

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VOGUE'S-EYE VIEW OF THE MODE

THERE is no standing still to-day. Everything is moving. Some travel to the mountains, some travel to the seaside, and some to take a cure. Others go traipsing across the country to attend just one party. To travel quickly—airplanes, trains, automobiles, and boats. To travel slowly—bicycles, houseboats, and walking. Some travel lightly and unaccompanied, with the minimum of baggage. Others travel like a caravan, with a retinue and endless luggage. But, however you go, if all of this is to be pleasant, the secret lies in having what you want when you want it. That is comfort. The baggage must be right—light and easily managed when there will be no strain upon it, strong and durable when it will be subject to rough usage. The right bags and careful packing will keep scattered powder and broken bottles from marring a pleasant arrival. Fitting the clothes to the journey is just as important as fitting them to the occasion.

Fashions themselves are a result of travel. From the four points of the compass come contributions—tweeds from Scotland, felts from Austria, wool from Thibet, furs from Canada, diamonds from South Africa, rubies from Burma, emeralds from Colombia, sapphires from Kashmir, pearls from the Persian Gulf, straw from Bangkok and Panama.

The hem-line is travelling, and so is the waist-line. One is going up, and the other is going down. That does not mean by any means that we are going to have an exclusively high-waisted-long-skirted mode, but that there will be a place in fashion for such dresses, since more and more, each season, the mode is becoming all things to all women. That is progress——travel.

Hoyningen-Huené, Paris

MRS. EDWIN D. MORGAN, JUNIOR

Mrs. Edwin D. Morgan, junior, who spends the summer seasons with her two young children at "Sycamore House," Westbury, Long Island, has won distinguished recognition in New York art circles as a gifted painter of pastels

FAR PLACES

BY ANNE RITTENHOUSE

COLUMBUS stood on the promontory of Spain, where now stands Mrs. Harry Payne Whitney's statue of him, and cried out his will to find that "Terra Incognita" beyond the blue space of water.

The First Lady of Europe hearkened to his desire. She gave him Spanish gold, and he discovered America.

It became the fashion in the pith of society to venture across the water to the Unknown Land. The nobles of France made the venture, the grandees of Spain and Portugal, and the cadets of illustrious English houses. It became the enthralling conversation in courts and palaces, for he who had adventured to America, met its Indians, and returned alive, drew eager listeners, as did Marco Polo, when he told the Venetians his incredible experiences in that unknown land of China.

It has now come about that our dwellers in the pith of society feel this old urge for unknown lands. To such as these, there is nothing new on this continent, nothing unfamiliar in the London-Paris-Rome stretch of travel. They have wearied of the prosaic. They seek adventure, and in this they move in the spirit of the hour. They spend their wealth to do the unusual and experience the new.

An arresting new fashion in travel thereby has come out of this primitive urge. The pioneer spirit has been reborn in the sophisticate spirit, which is a very old biologic trickery to save the human race from stagnation.

Where once it was necessary to hunt, to fish, to kill, now it is smart. It is the fashion to kill salmon, to stalk moose and reindeer, in planetary spots the names of which can not even be spelled or pronounced by the uninitiated. If, to dip into politics for a sentence, to be internationally minded is the new blessing to come into the world, the fashionable sporting group in America, both men and women, are to be reckoned as emissaries of importance.

Perhaps the bravest of the smart adventure seekers are those who are journeying into Soviet Russia. Here, indeed, is a new and piquant thrill. Even before the World War, Russia was known only to the most adventurous. It was a land of mediaevalism—the country of Dostoyefsky and Turgenef, of imperial ukases, and barbaric splendour. Now, it is even more a land of mystery, of Soviet ukases, of contradictory tales from returned travellers.

Another modern phase of travel is to go to Europe only for some special pursuit of pleasure, not for fugitive journeying; not even to Paris just to get clothes.

One goes, for example, to the Grand National at Liverpool, with a swirl about in near-by English country houses. Or to Cowes, on the Isle of Wight, for the King's boat-races, or to Scotland for golf, to Germany and Bavaria to hear the Music Festivals, to see the new plays in London, or to a houseboat on the Thames for the Oxford and Cambridge races.

Or maybe they go, as does Mr. Owen Young, for a month in London to procure old editions, especially Johnson's *Juvenilia,* or to buy old prints, as does ex-Ambassador John W. Davis, or to see the modern art of Sweden and Denmark, its glass and silver.

Other groups go for the opening of the Royal Academy in London, or the first fortnight of opera at Covent Garden, or the tennis and golf championship matches with Americans contending. Wealth and leisure permit them to ferry across the Atlantic, possibly two or three times a year, for such delightful reasons and diversions.

A third variant from the traditional reason for crossing the Atlantic, which has entrenched itself this season among the sophisticates, is to rent

SALTSJÖBADEN

luxurious houses from the European aristocracy and transfer the home life complete for the summer.

To the first group of travellers, those vivid and vigorous people intent upon new experiences in unknown lands, it is the venture that inspires.

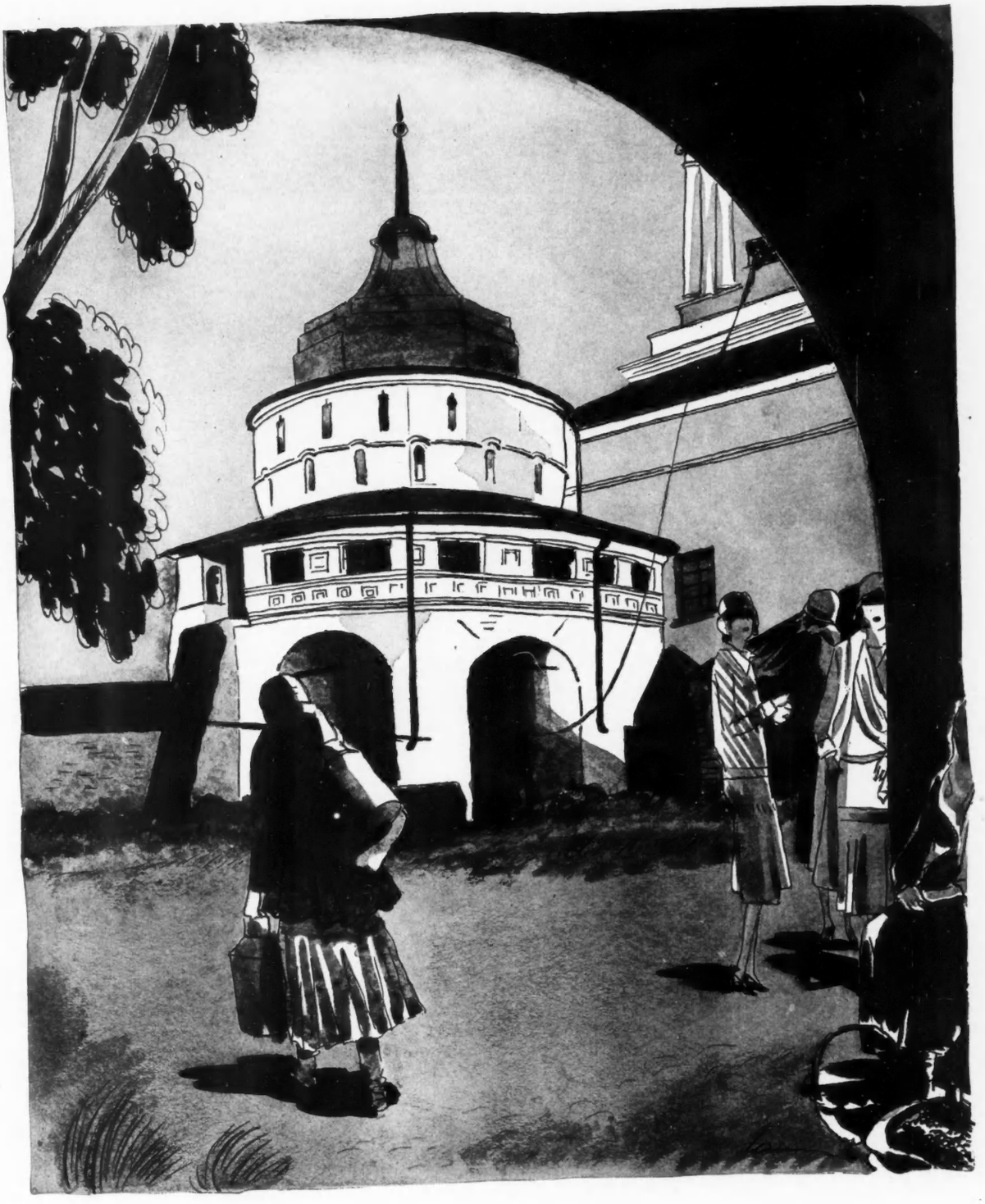
Mr. Van Lear Black, of Baltimore, goes to the Orient in his specially devised luxurious airplane with a Dutch pilot. Miss Sarah and Miss Gertrude Sanford, Mr. William Ryle, Mrs. Henry Clews are among those who go to Russia and Scandinavia, as do Dr. and Mrs. Rowland G. Freeman, of New York, and Mrs. Amasa Stone Mather, of Cleveland, and Mrs. Duncan Holmes. They journey to Oslo, in Norway, and to Holmenkollen, which gave birth to skiing and made the sport international.

A goodly number of Americans have determined to leave the beaten tracks of Continental Europe for King's Bay, where Commander Byrd took off successfully for the North Pole; from where started Amundsen, the lost Viking; and General Nobile, the Italian unfortunate. Those who go to this far-flung outpost of civilization for shooting will find the stormy petrel, which most people think is a myth or a person, and eider-ducks, and geese and snipe, up where the yellow poppies grow against a background of ice.

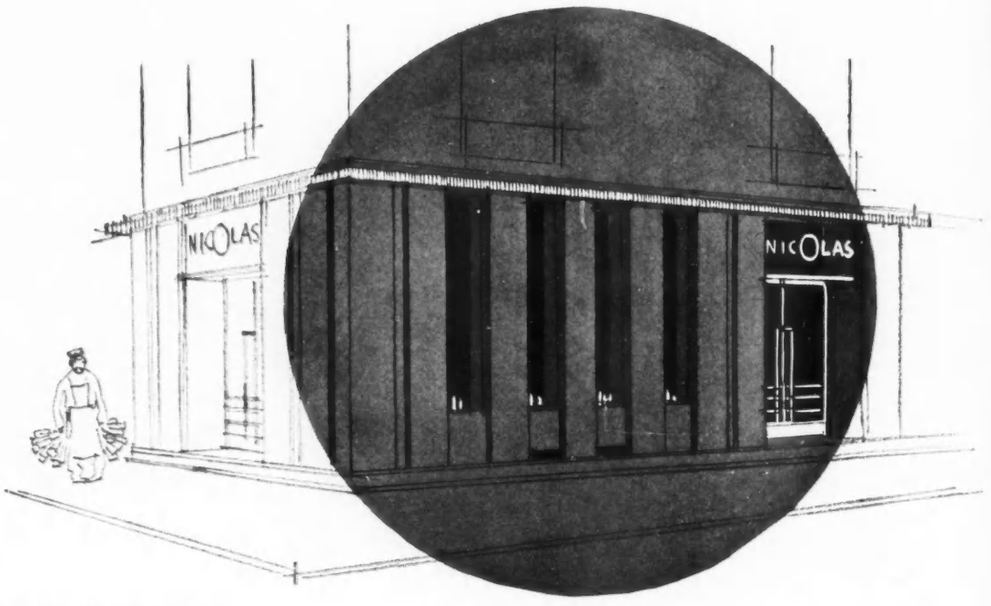
Other novelty seekers are going beyond the frontiers to the most northern town on the planet to see the Meridian Column, where the Vikings, driven also by Wanderlust, rowed over to North America.

Scandinavia is quite a smart and desirable place. Those who were wont to motor through the Swiss Valley are now journeying to Copenhagen to see the sculpture of Thorwaldsen in the Museum that bears his name. It is less known to America than the Rodin Museum in Paris. And there's the night-life in the enchanting Tivoli Park. Small parties are going to Jämtland in Sweden. Prince *(Continued on page 116)*

(Above) At Saltsjöbaden, near Stockholm, the social life is a giddy whirl, and one goes to the theatre by motor-boat and dances on glamorous islands. (Opposite page) Soviet Russia offers the newest travel adventure for those with the urge to penetrate the outposts of civilization

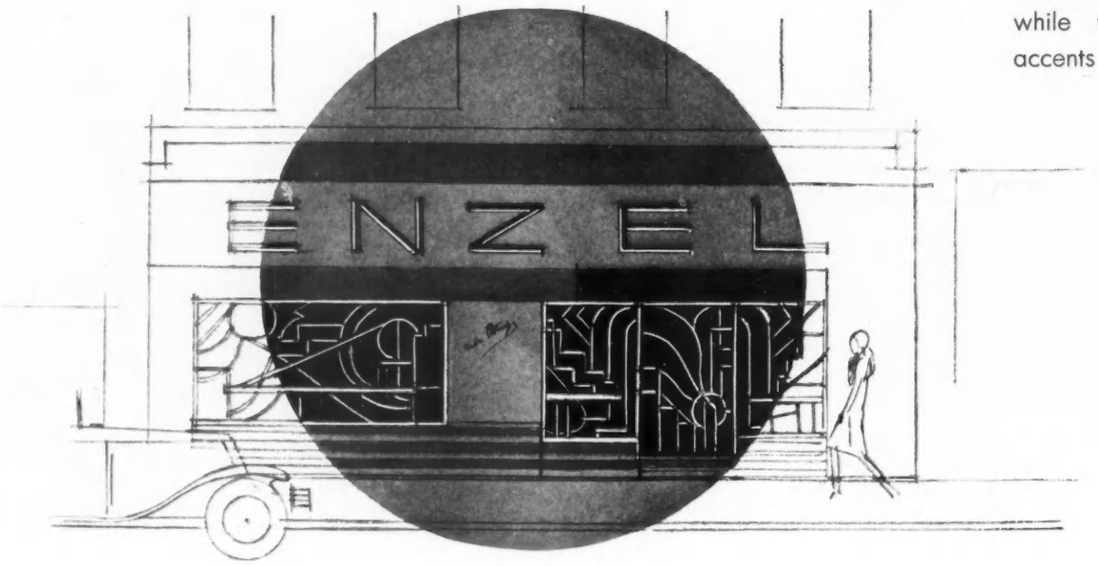


IN SOVIET RUSSIA



THE SHOP OF NICOLAS, DESIGNED BY PATOUT AND SEAILLES

Brilliant metal letters stand out on the greyish marble façade of Nicolas'shop(above), while white metal accents that of Enzel

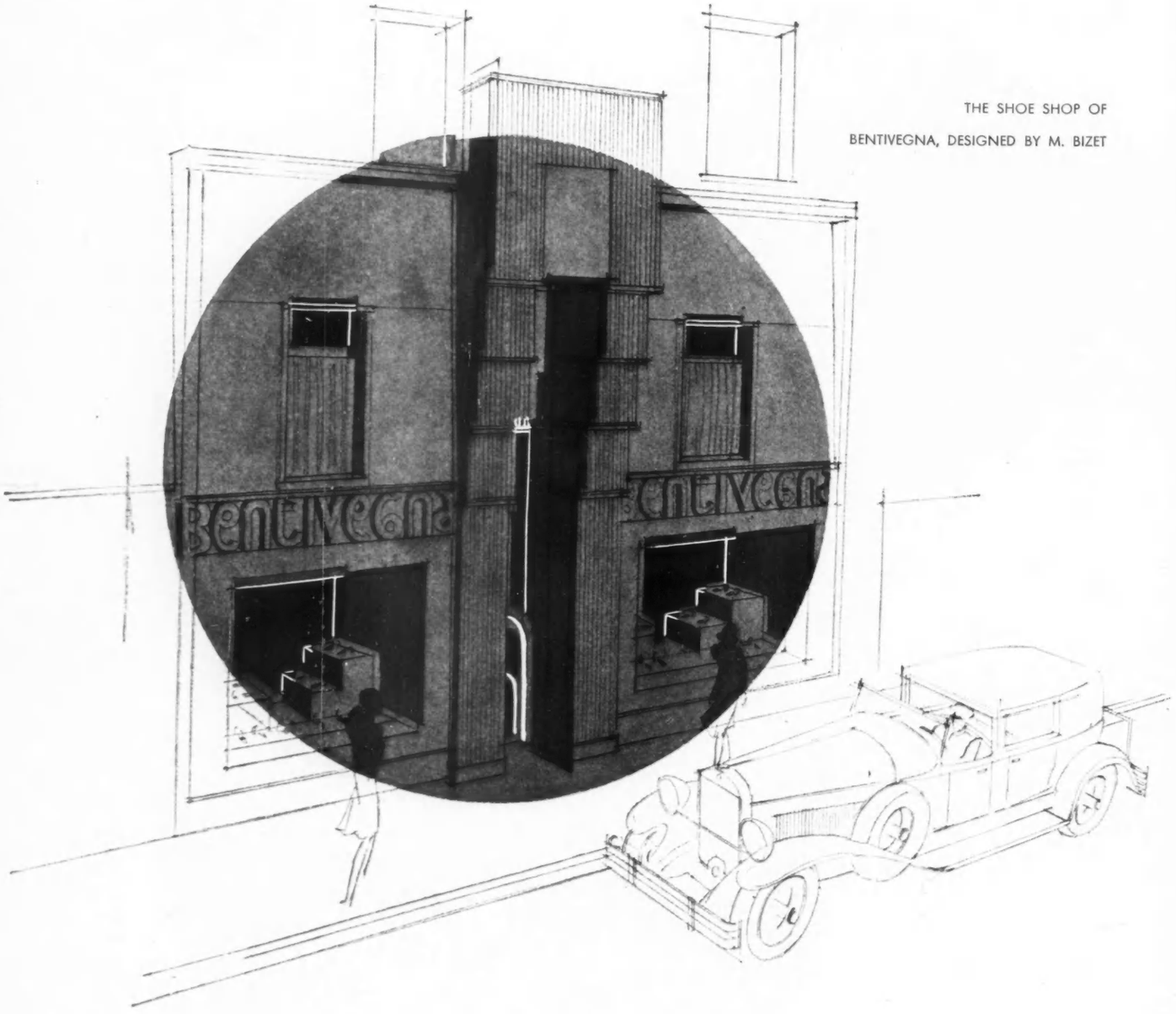


ENZEL'S SHOE SHOP, DESIGNED BY RAYMOND NICOLAS

MODERN SHOP FAÇADES

Great interest is being shown in Europe, at present, in modern architecture applied to shop fronts, especially in Paris and Berlin. Glass, metal, and marble are used with striking results. An illustration is the perfume and novelty shop of Scherk, in Berlin (below), in which horizontal lines make an effective design

THE SHOP OF SCHERK, IN BERLIN, DESIGNED BY SALVISBERG

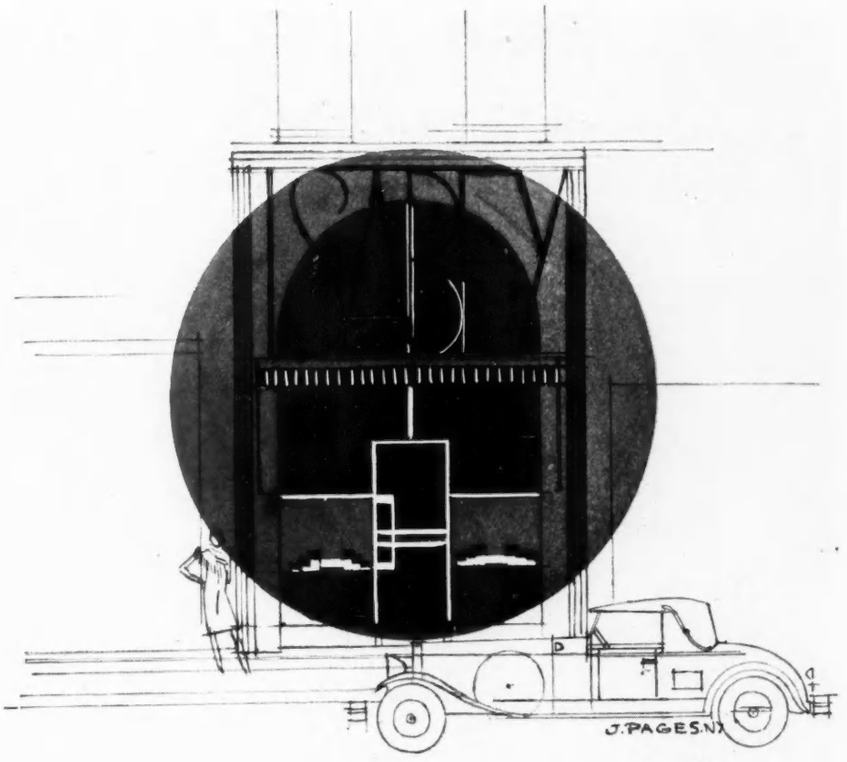


THE SHOE SHOP OF
BENTIVEGNA, DESIGNED BY M. BIZET

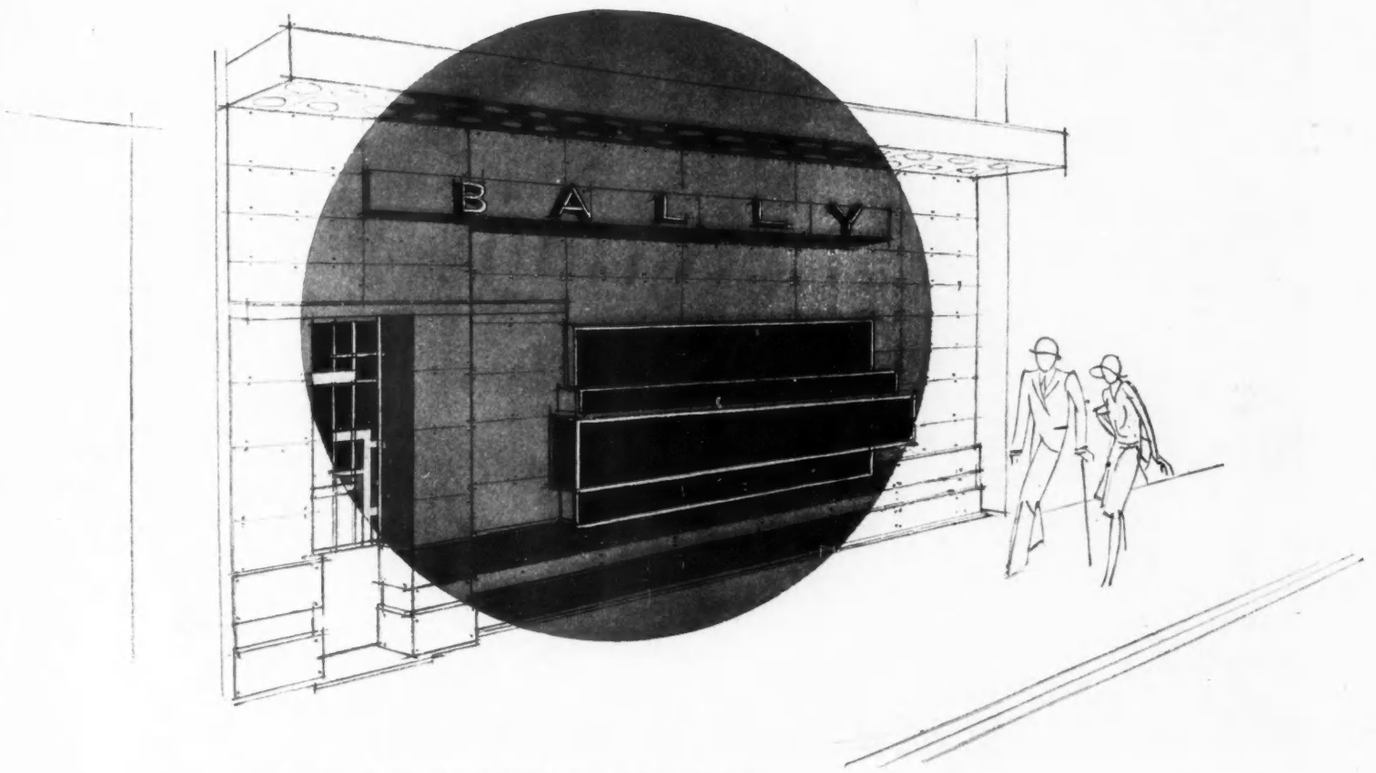
MODERN SHOPS ON PARIS STREETS

The very modern shop of Bentivegna, bottier, on the rue du Faubourg Saint-Honoré, has an interesting façade with red letters on water-green glass at each side of the fluted columns flanking the entrance

The façade of the shop of Isabey (right) combines metal and glass. Bally's shoe shop (below) has polished metal plates across the front



THE PERFUME SHOP OF ISABEY, DESIGNED BY CHARLES SICLIS



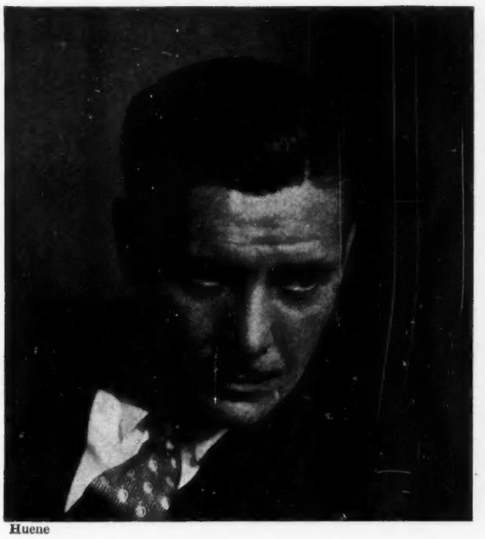
THE SHOP OF BALLY, BOTTIER, DESIGNED BY MALLET-STEVENS

Steichen

JEANNE EAGELS

talkies

BY DAVID CARB



Huene

RONALD COLMAN

NOT until the awe that accompanies a miracle had largely worn away did the motion-picture become the "movie." The American public, overfed with mechanical miracles, appears now to be incapable of awe, even of mild wonderment. It poses as blasé, and the pose has already or is rapidly becoming part of its nature: sound pictures from the outset were "speakies," then "talkies" —they remain talkies. There is no indication that the diminutive in this case denotes affection.

Their début only a short time back cleft the artistic-entertainment world into two harshly opposed parts. One division maintained dogmatically that the coming of the talkie meant the inevitable death of the silent movie, very likely of the theatre, too; the other insisted that this latest invention was but a fad that would endure only while it remained a novelty. By all the signs, both groups are partly wrong.

When science made possible the telling of a story by animated photography, it ushered a new art into the world. But the people who seized control of the motion-picture camera had no conception of that, and if it had percolated into their consciousness, they would have rejected it summarily—art in their opinion does not mean money and so has no place in the practical scheme of things. Also, from the first, the idea became firmly embedded within them that, because the movie was exhibited in a playhouse, the audience seated in an auditorium, it was theatre. That idea motivated all their productions. Except those of Charlie Chaplin. So far as one can detect, he alone realized that the movie is much more closely related to the lineal than to the written arts; he used it so —as animated sculpture. And, although his output recently has been meagre, his position at the top of his profession remains unchallenged. In the matter of financial returns, as well, he ranks extremely high. For even those movie fans who "know nothing about art, but know what they like," feel the pantomimic-sculpture quality without having the faintest inkling of what or why.

The masters of the young industry bought plays of all sorts and "picturized" them. They did not go in for original manuscripts—whether because they mistrusted their own judgment is not clear. They purchased practically nothing but tested stories, novels, and plays, and that sent prices soaring. As a consequence, there rushed into the theatre a group of soi-disant managers who would produce anything they thought the movie interests would buy. If the stuff succeeded as drama, fine; if it failed, they were not downcast—just so it had a "movie story," and they could keep it on Broadway three weeks, the movies would pay high for it, and they would get half. Few of this mould of producers seemed disturbed by the effect on either the drama or the pictures.

Whereas the movie was considered theatre with divers and definite limitations, Hollywood regards the talkies as theatre unlimited, and much more besides—indeed, the apotheosis of theatre. In cinema circles, one hears constantly: "The talkie can do what the theatre can only suggest. It can show everything, tell everything. It is just like life." And that, many hold, is what will cause its glory and its success to be short-lived.

Before discussing that, however, let us glance at what the silent film is and might develop into. It has inherent epic possibilities of a kind possessed by no other visual art. It is able to show Odysseus, the world he lived in, the world he conquered, the process of conquest. Wide sweep, the romance of rushing events, the picaresque on a magnificent scale—everything that is epic comes within its scope. In that lies the seed of greatness.

Unfortunately, it has spent most of its talent and its energy on stories with plot complications, involved action, motivation that necessitated elaborate elucidation—the things the drama takes naturally in its stride and which cramp and distort the movie. Ulysses, Caesar, Napoleon, Don Quixote, Gil Blas, Kim, Robin Hood, Jesse James, Cortez—the great adventurers of both history and fiction, those impelled by simple, direct passions that they pursued in a straight line—of action—, such figures and their glorious exploits it can reveal so stirringly, so vividly that they are etched indelibly on the imagination of all who see them. It can do that more thoroughly even than literature. When it invades other fields of art and letters, it generally becomes picayune, frequently bewildered, trails extremely far behind other media of expression.

By its very nature, the talkie precludes the epic. Speech confines it rigidly. So it has many of the stage's limitations and the added one of being done by shadows. All through the ages, science has been trying, with no success whatsoever, to find a substitute for human beings. Certain functions can be mechanically performed to every one's satisfaction, but those are not the *(Continued on page 104)*

ENTER AND EXIT

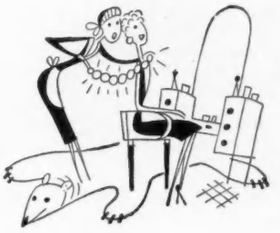
THE GUEST

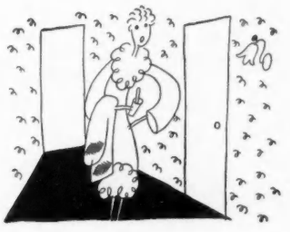
THE guest is a difficult character part to play in the modern comedy of visiting. Critical reviews of your behaviour are bound to be spoken when the curtain rings down on a week-end, and the success or failure of the whole show often hangs upon your own efforts. The hostess is, in effect, the producer and stage-manager who will feel even more deeply than you any boredom or lack of interest shown by the cast or the spectators. Now is the time for every good guest to come to the aid of the party. Help make the visit a hit! Don't be a house-pest or a wet blanket or a drag on the good spirits of the household.

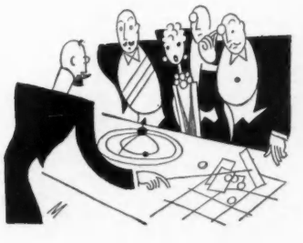
Every person who pays many visits is to some extent an actress with four well-defined rôles, with which she is so familiar that, at a moment's notice, she can step into any one of them. Certainly, the part she plays as guest at a luxurious American country house is very different from her rôle when she insinuates herself into the diminutive ménage of Betsy and Peter, who are living with great bravado on Peter's salary. An English country house gives her a new setting and calls for other gestures and make-up. And she makes a lightning change again if the next week-end finds her in a cosmopolitan house in Biarritz or Great Neck. Our artist has obligingly done a scenario of her principle rôles. Of course, endless variations and gradations occur, but, well-versed in the four essential parts, she may easily assume an unfamiliar character with ease and dispatch. If the simile grows too far-fetched, discard it for another, but remember we are speaking of the legitimate stage, not the musical-comedy kind, for week-ends and house-parties. A much cultivated guest can extemporize even with unpromising material; but never, never follow those directions given to a vaudeville accompanist, and "vamp till ready!"

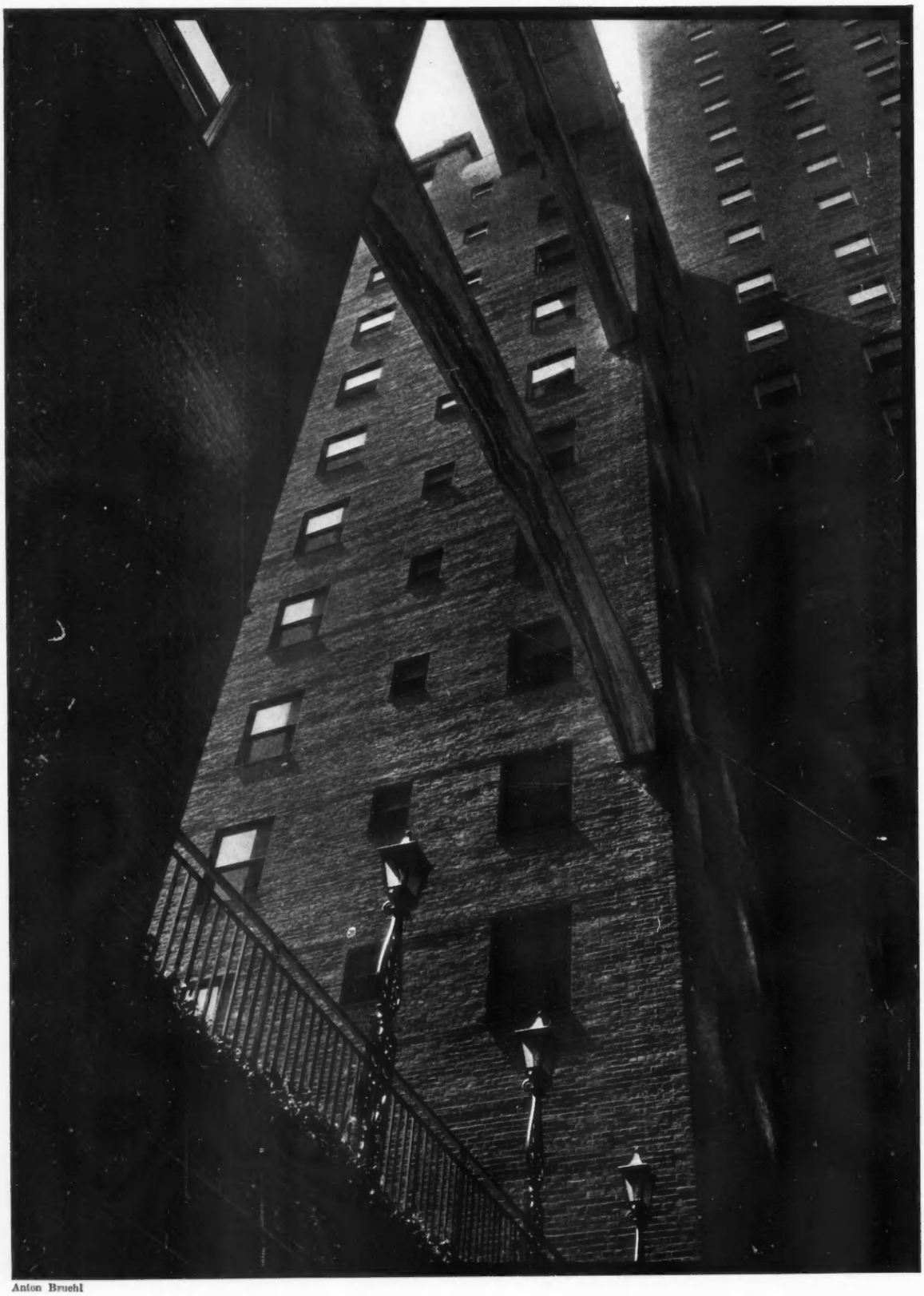
An invitation to the Rich House is a problem that at first sight is the most intimidating. Life in very grand households is run on a schedule as exact as that of the New York Central.

The invitation which politely suggests that you arrive on the four-forty is almost in the nature of a command performance. With six or seven guests expected in one afternoon, the hostess must know at what time they will turn up, for the great house at Southampton, Bar Harbor, or Newport is often far from the station or dock, and at least one of the motors is dispatched to meet new arrivals. Don't miss the train suggested to you by the chatelaine. Don't take a taxi up to the house unless you are quite sure that the car is not waiting for you. Don't, on *(Continued on page 110)*





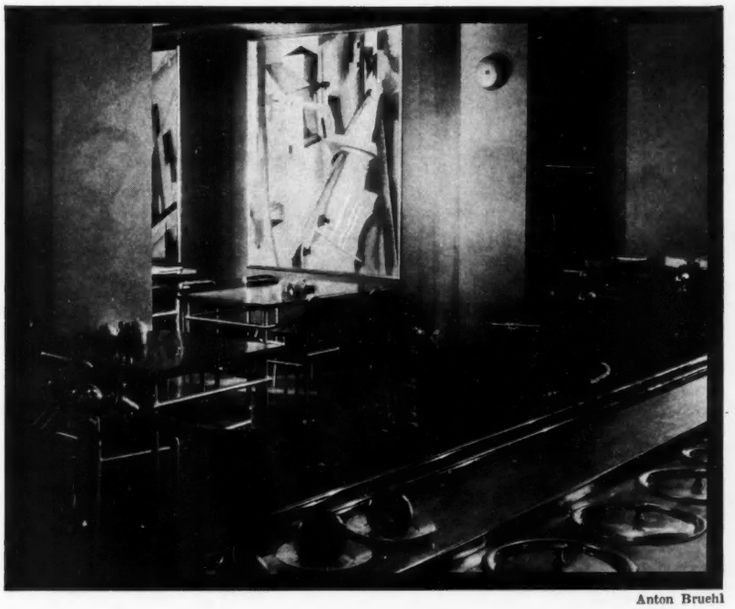




Anton Bruehl

A NEW CLUB FOR WOMEN

THIS twenty-eight story building has been opened recently at 353 West Fifty-Seventh Street, in New York. It is the new home of the American Women's Association. Miss Anne Morgan is President, and Mrs. William K. Vanderbilt is not only chairman of house furnishings, but also designed the charming North African room (above), one of several private rooms for entertaining. The cafeteria, designed by D. I. M. of Paris, is a successful example of the modern French treatment.



Anton Bruehl

GOOD TRAVELLERS

This four-piece costume is excellent for travel, as it provides different degrees of warmth. Grey, white, and black tweed is used for the unlined cardigan, top-coat, and skirt. The white jersey blouse matches the lining of the coat and scarf; the hat is of black felt; Dobbs. The brown imported French carryall is from Dobbs. The light-weight suitcase of aeroplane veneer is covered with brown canvas backed by velveteen: Saks-Fifth Avenue

CHIC EN ROUTE

Red, white, and blue tweed fashions this Callot suit with a long coat. The bright red jersey scarf ties in a novel way, and a grey crêpe blouse and simple grey felt hat with a pert feather are smart accessories; costume from Knox. The very useful Vuitton hat-box has a removable hat frame and ample space for other garments. The small case, which is fitted to order, has a canvas cover and pigskin corners; luggage from Arthur Gilmore

CHANEL'S JERSEYS

The newest notes in the mode are Chanel's jersey turbans. Here, the bold pattern of blue, grège, and black jersey in scarf and toque contrasts smartly with the even pattern of the grège-brown jersey used for the suit; from Saks-Fifth Avenue

CHANEL'S STRIPES

Grège-brown is again the basic colour in this ensemble, with horizontal stripes in red, blue, and black used for the hat, scarf, and sweater, and the lining of the cardigan. The plain and striped fabrics are both jersey; Franklin Simon

STEICHEN

This is the striking new pirate hat, created by Reboux, which has a wide brim of natural Milan straw turned sharply up from the face exposing the entire forehead. The crown and the tab trimming are made of red and brown grosgrain ribbon; from Saks-Fifth Avenue; jewels from Marcus

tahiti

THERE is hardly a living person who has not, at some time in his or her life, dreamed of the enchanting islands of the South Seas. Youth turns to them for the promise of adventure. As we grow older and life becomes more difficult and complex, they beckon as a haven of peace. Almost unconsciously, we come to believe that, surrounded by such lonely beauty, people must be kinder, sweeter, and, therefore, happier. This is actually the case, for it is the greatest fallacy (invented no doubt by some dour old Puritan) that we only enjoy that for which we have worked hard. But, I have been asked to write my impressions of Tahiti, and, instead, I find that I am launching out on one of the most subtle and obscure of subjects—what makes people happy.

The beginning of things is always enchanting—no matter how poor the play, there is always one breathless moment of pure pleasure as the curtain slowly rises, as a big steamer backs with lumbering majesty from the pier, and even as the commonplace train leaves the Pennsylvania station.

If loves makes the world go round, certainly great affection carried three people halfway around it to see a friend who had made his home on one of the loveliest of the high Pacific islands. That friend was the writer, James Norman Hall, who, having fought through the World War and having been covered with decorations by three grateful countries, had decided to live in Tahiti. When first he talked to us of the beauty of the place, it seemed as remote and inaccessible as the moon, but, as with almost everything else in life, once you make up your mind to go, difficulties melt away. It is two weeks from New York to Tahiti, but the fourteen days are well worth spending to find something so utterly lovely.

We left San Francisco, and the second day out, all the officers and stewards put on white suits, which, for some inexplicable reason, made us feel even more adventuresome.

I am a great believer in the sanctity of privacy (my own included), so I was somewhat abashed when, after a chat with the captain, he suddenly said, "I see you are not a good mixer. You must get acquainted." I felt in the next moment that, like Cap'n Andy of "Show Boat," he would tell me we were "just one happy family." However, by that time, I had grown so fond of the captain that I allowed myself with great docility to be presented to the twenty odd passengers. That night, there was a dance. I can not, alas, say I was a belle, but, eventually, a little round Australian came up to me and, with great formality, said, "May I have the pleasure?" We were just about to start; he had, in fact, already placed his arm in the orthodox position, when he suddenly dropped it and, looking up (he was short, as well as round), said, "I do hope you are not a rowdy dancer."

The last day on board was filled with what seems, to a landsman, a futile activity of apparently changing things from one place to another. Then it was bedtime, but I was far too excited to sleep. What would it be like? Would I really find the Tahiti of Rupert Brooke, or had Thomas Cook obliterated it? Suddenly, I sat up. The whole cabin was filled with a most extraordinarily strong, sweet smell, as definite and dramatic as a door slamming. I put something around me and slipped into the warm blackness of the southern night. Of course, I could see nothing, but on each puff of wind came that unreal sweetness. "Smells are strong and sights are strong to make your heart-strings crack." It was Tahiti!

Backwards and forwards our boat went, waiting for the day, for we were early, and, as there was only one tiny opening in the reef, we had to wait for daylight. At first, I had the deck to myself, but, one by one, my fellow passengers appeared in costumes as strange as my own, and, welded into a brotherhood of wonder, we watched the island rise out of the sea.

The island is volcanic, with high mountains and jagged cliffs jutting, in some places, right into the sea. All the mountainous centre is uninhabited, and the people live on the narrow fringe of land at the foot of the high hills. There is only one town—Papeete, with a crescent-shaped harbour guarded from the Pacific by a coral reef. Through the narrow opening in this reef, we steamed, and the water is so deep near shore that our seventy-ton boat sailed directly up to the sea-wall. I don't think I have ever seen so many laughing faces and such general hilarity. You see, the boat comes only once a month, and the day of its arrival is a sort of feast-day. The people gather from all parts of the island. Soon we were waving to Mr. Hall, and, in another moment, he was on board, and we had lived through that inevitable moment of shyness in the meeting or parting of people who are really fond of one another. Then we were off the boat and sorting out our bags amid the most overpowering, bitter-sweet smell of copra. I did not know what copra was, and, perhaps, some one who reads this may be as *(Continued on page 108)*

WOODCUT BY GEORGE BIDDLE

GLAMOROUS BUDAPEST

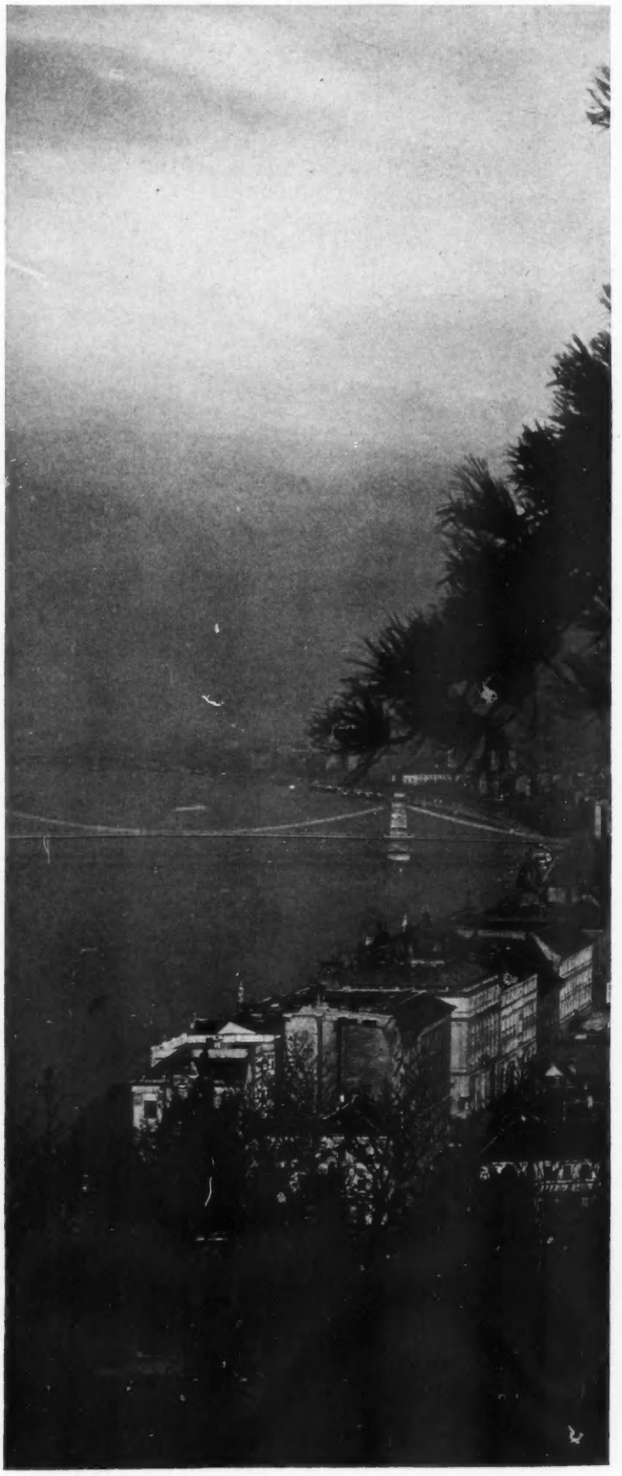
IT is an enchanting city, the Budapest of the Magyars, enchanting because it is a curious, captivating, and intriguing mixture of the romantic and the modern, the ancient and the new. It is colourful, temperamental, silent and loud, tranquil and virile, hospitable and haughty—a city full of contrasts: shrill, surprising contrasts. And because of these contrasts, it has a fascinating, lovely glamour peculiarly its own.

It is the capital of a country a millennium old, the metropolis of a nation proud of its history. Today, Hungary is small, mutilated, and, so far as world politics go, almost insignificant. But there was a time when she was the greatest and richest in Europe, when the splendour of her kings' court rivalled that of the Medicis, when her royal library was the largest in the world. And the Hungarians remember their past, they continuously dream of recapturing their bygone glory. And their dreams are reflected in stone and song.

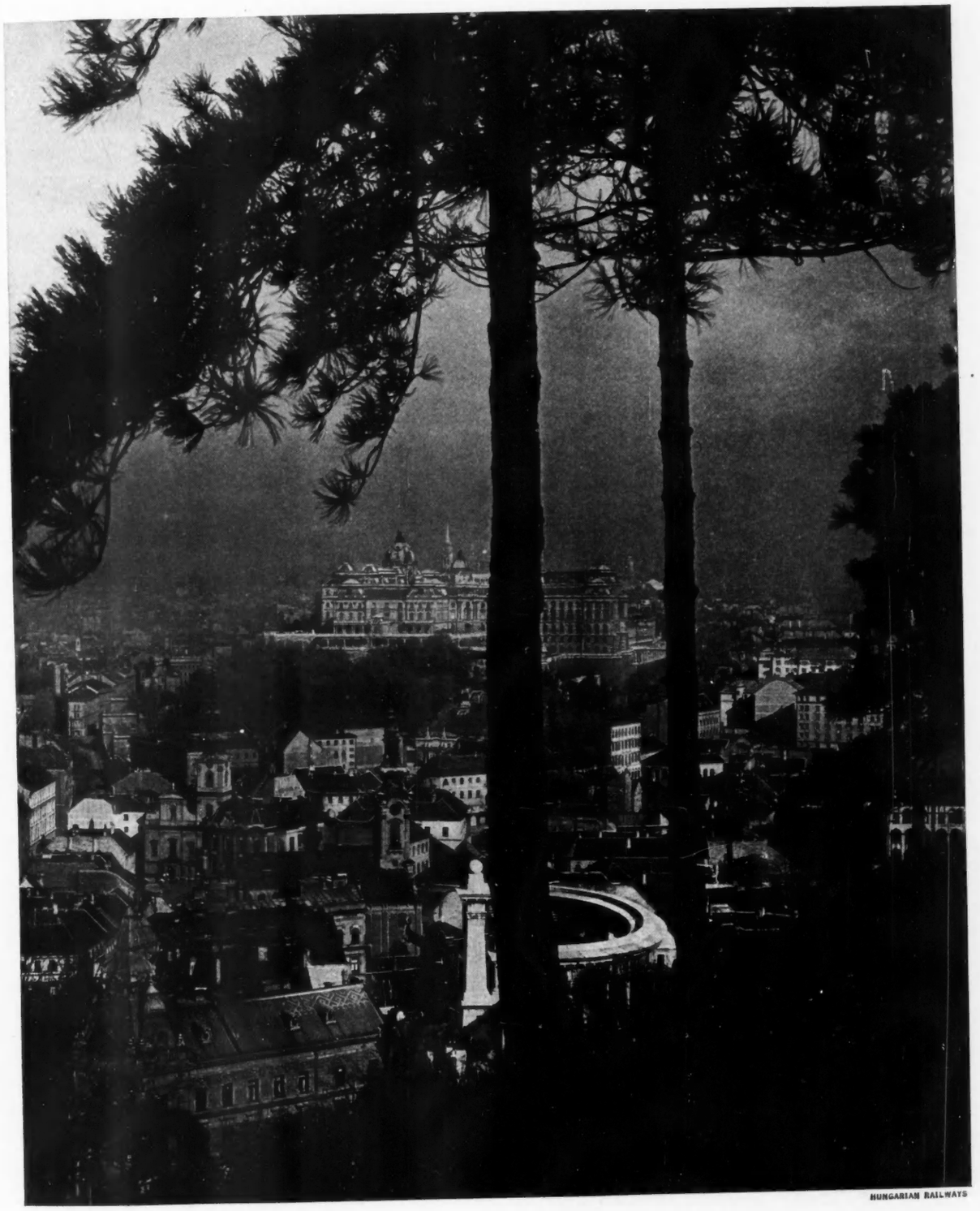
No tourist, no matter how well he may know London and Paris, Rome and Vienna, can possibly call himself well-travelled unless he has seen Budapest. And not merely because the beauty of its geographical location surpasses that of any of her sister capitals in Europe, not only because she has more health springs than any summer or health resort in the world; not because of the famed Hungarian cuisine, or even because of her Roman ruins. But because, by some magic, she has managed to unite the metropolitan and the rural, the sophisticated and the idyllic into a distinct and unique blend. Thus, she has achieved a piquant flavour engrossingly her own. To use a hackneyed phrase, Budapest has atmosphere.

Scarcely five hours from Vienna by train and barely ninety minutes by airplane, the traveller will find a city that, for all its Western civilization, possesses an Oriental touch, in the air, in the movements and gestures, in the leisurely tempo of life, in the almost reverential admiration of comfort and luxury.

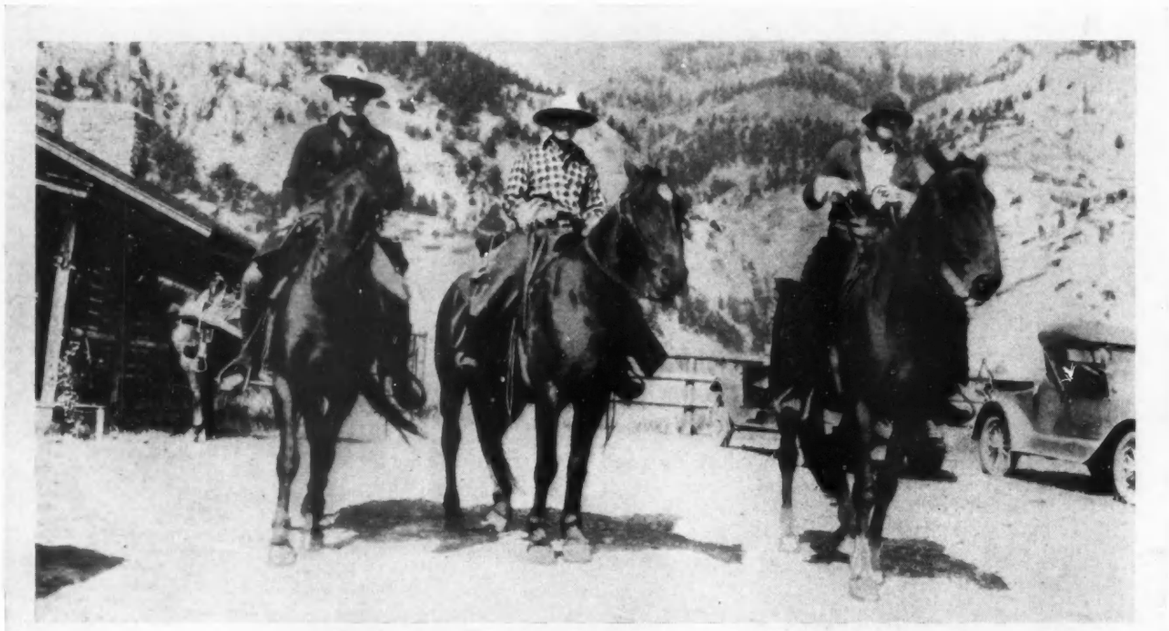
The Magyars are of Oriental ancestry and were, for more than a century and a half, under Turkish domination. Somehow, they rescued and have carried over, into our materialistic, matter-of-fact age, that strangely elusive and well- (*Continued on page 114*)



A GALLANT CITY



ON THE BLOND DANUBE



TO HORSE, TO HORSE

BY DONALD OGDEN STEWART

I FIRST HAD my attention directed to horses in the summer of 1898. That was, as you remember, the year of the Spanish-American War,—but this is an article about dude ranches.

Well, in 1898 I was four years old, so one morning I was looking out of the window (or, rather, *one* of the windows) of our palatial home on East Street, Columbus, Ohio, when what should come along but a parade. I knew it was a parade because people were standing along the curb looking at it, and people don't stand along the curb like that for nothing, but what really interested me was the fact that at the head of the parade was my Uncle John whom I had not seen for three years or at least since I had stopped my ten o'clock feeding.

"There's your Uncle John," said my mother.

"I know," I replied, "but who is on top of him?"

"You silly boy," said my mother, "that's your Uncle John on top. The other is a horse."

"A what?" I asked, pressing my little nose against the window-pane.

"A horse," replied my mother, brusquely.

"How do I know what to believe?" I demanded—a natural state of bewilderment for one so young.

The parade by this time had come to a halt.

"Well, that's a horse," insisted my mother, "and if you don't like it, you know what you can do."

"Yes, but yesterday," *(Continued on page 120)*

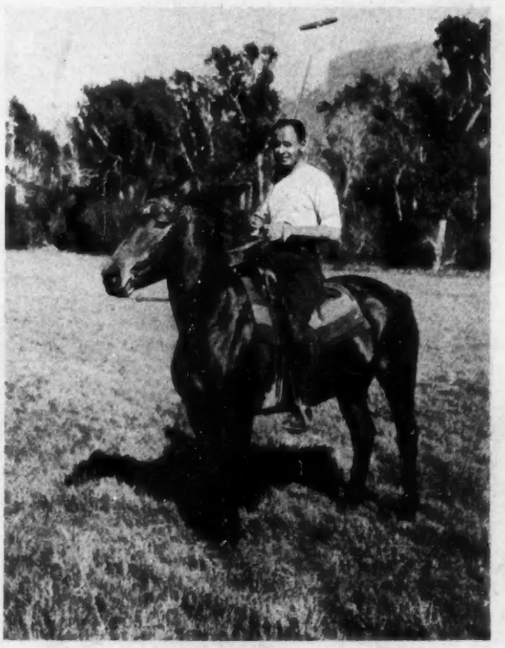
(Left) Mr. Stewart, author of "Father William" and prominent in Philip Barry's play, "Holiday," fulfils a long-suppressed desire to meet THE horse

(Above) Mr. George de Forest Lord, Mrs. John T. Terry, junior, and Mrs. George de Forest Lord were photographed as they left the corral

Tom McCarter, Hope Williams, and Gertrude Sanford are dude members of the polo team at Miss Williams' popular Deer Creek Ranch near Cody, Wyoming

(Below) William Ryle is another very enthusiastic supporter of the present day Wild West life with its native riding, roping, and round-up diversions

Mrs. George W. Patterson, junior, and Miss Grace Bristed exhibit the perfect shooting costume for a rancher, as sponsored by the smart world that goes West for a summer interlude



Cecil Beaton

MRS. NELSON DOUBLEDAY

Mrs. Nelson Doubleday, the former Miss Martha Nicholson, divides much of her time between her lovely house at Oyster Bay and her attractive New York apartment. Mr. Doubleday is the son of Mr. Frank Doubleday, the well-known publisher

WOMEN'S CAUSES — AND EFFECTS

BY MURIEL DRAPER

THE WOMEN of this century are busy. They became aware, not long ago, of activities in which they did not share. They sensed that there were rewards and recognition which they had not experienced and responsibilities which they felt capable of assuming. They determined to invade those activities and share those rewards.

The determination became a cause for which they did courageous battle and secured a victory; and, if that victory does not reach into the remotest parts of the world in which men and women live, if all its terms are not yet clear and final, it is still a victory and subject to completion.

Obstinate habits of mind have been broken, restricting customs and manners have been changed, obstructing laws have been transformed and new laws made, so that women, American women in particular, can no longer plead the biological accident of their sex as a reason for the limitation of their influence or as a barrier to their accomplishment. What they really want to do they may do, in so far as any human being may.

What do they really want to do?

Having put forth such splendid energy, intelligence, and gallantry in the successful effort to bring about new opportunities, what use are they making of them?

They seem to be very earnestly trying to find out. They are, indeed, very busy about it. They are practising law and medicine, investing money, operating theatres and restaurants, laying out gardens, planning and decorating houses, investigating science, and electing presidents! In addition to this, or, at least, not in subtraction from it, they are still acting and singing and dancing and nursing—talents that are implicit in the equipment of women. They have not entirely relinquished their hold on the lovely, subtle craft of designing clothes, nor are they barred from exercising one of the most powerful arts permitted on earth, the art of cooking. They paint pictures and write books. They bear children of their own and educate the children of others; in fact, women are responsible for most of the education received in this country, such as it is. Every branch of athletics is open to them; few games or sports are denied them, with the great exception of war. They can murder.

It was a struggle to accomplish these things, but a very satisfying one. There is no real hardship in working strenuously for your desire, with the stimulating challenge of tradition against you, and the knowledge within you that it is not unsurmountable. But women could have done the same thing at any time in their history.

There is a tendency to suggest that women appeared on the scene of civilization at some period mysteriously subsequent to the appearance of man, to find all things unjustly ordered for his advantage and the increase of his powers and pleasures, leaving her with no choice save to obey his mandates, endorse his follies, and bear his children. We know precious little about it, but it is fair to conclude from information at hand that men and women appeared almost, if not quite, simultaneously. They had an equal chance in the development of life, according to their physical difference. It is doubtful if either sex conceived of this difference as a drawback to life, though it is convenient to consider it so in retrospect. Convenient for women.

Has it always been so exclusively exciting a diversion for the male, this going out to fight for food, security, and power? Has the responsibility of it never become a burden or a bore? Is the adventure so recurrently delightful that he has had no thought in it save for his pleasure? On the other hand, must it forever have been so dreary and terrible a duty for the female, this bearing and giving birth to a child? Were there not elements of thrilling danger and just pride concerned with it, verging on pleasure—and not vouchsafed to man?

The activities have been fairly evenly divided. And there has been one province open to both—the province of the spirit, where one makes the truly religious attempt to discover one's self in the matter of life. To enter this province entails as definite a divergence from the accepted male standards as from the female; to conquer it demands no greater sacrifice from woman than from man. Neither physical prowess, business (*Continued on page 106*)

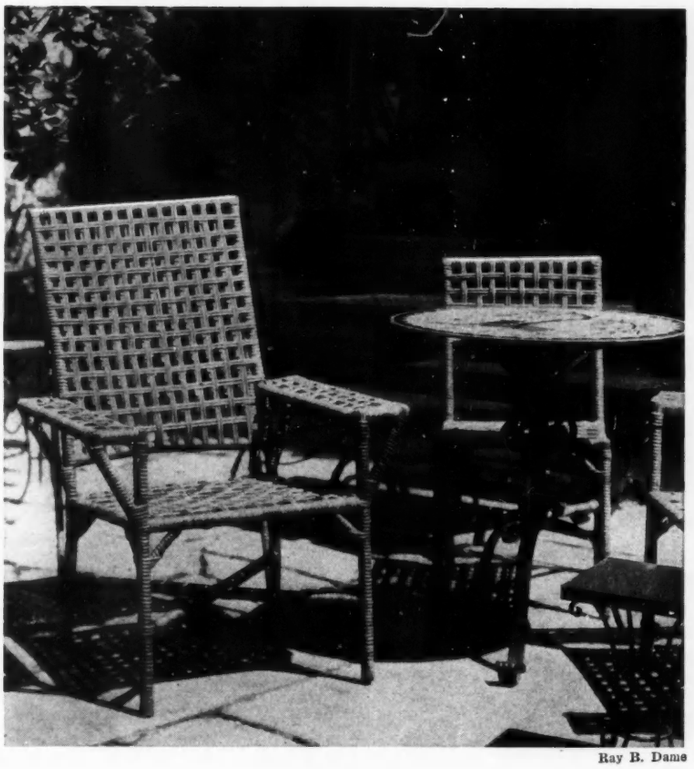
Anton Bruehl

(Above) This smart porch set of red and white wicker, designed by Paul Frankl, is an interesting variation from the stereotyped forms so familiar in this type of furniture. Red leather upholstery is used in combination with an imported chintz in red, black, and white, and the table top is of black baikalite

(Left) Unusually graceful is this iron furniture. The garden chair has a wooden slat seat and is in antique finish or in any colour. The table, in any finish, has a rack for flowers set beneath the top, a novel feature that allows an extremely decorative note while leaving the table top free; from Mrs. Ehrich

SUMMER FURNITURE FOR SUNNY DAYS

(Right) Designed by Addison Mizner and made of the finest material and with the greatest skill is this wicker furniture, from the Mizner Industries. (Below) This Mexican garden set of leather and woven wood fibre, shown at the Art Centre, is an adaptation of an Aztec motif. The glass set is in plum colour



Ray B. Dame

Anton Bruehl

(Right) Princess Gangi went to the Duc de la Verdura's ball as Pauline Borghese, and her host (below) was the First Consul Bonaparte. The ball, the first costume ball of the season, took place in Palermo, in the house where Lady Hamilton once lived

Interguglielmi, Palermo

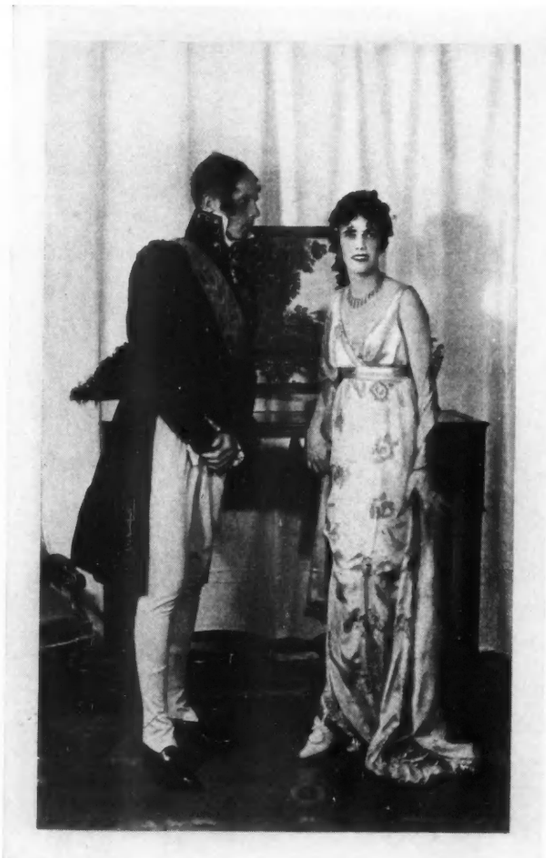
PALERMO · ROME
AS SEEN BY HIM

WHEN I found myself in the train bound for Palermo, for the sole reason of attending a costume party, I thought I had gone a little mad. Next, I would find myself starting off to spend a week-end with a maharajah in India or on the way to a hunt ball in Rhodesia, and I said to myself, "After this, anything is possible." But for months, everybody had been talking about the balls to be given at Palermo, and everybody was going, so I found myself going too—and the "Palermo Season" was finally becoming a reality.

A forty-eight-hours' train journey was too much to contemplate, so I broke it by stopping off for a night in Rome. It was a most agreeable night, because I found, on my arrival at the hotel, a note from the Princess San Faustino, asking me to dine. There, I found a small company in great discussion over the arrangement and decoration of the ballroom, which had already been cleared of furniture and filled with small tables in preparation for the party the Princess was giving, the next night, in honour of the Crown Prince of Italy. Every one had a different idea about what the flowers should be and about where the Prince's table should be placed. That last important point having been settled, it was decided to have red roses, thickly massed in low crystal bowls, so that the decorations would not obstruct the view of the

(Right) The Duchess di Sangro wore the costume of a lady of the First Empire and copied her coiffure from a family portrait. (Below) At the same ball, the Countess di Assaro and the Count Mimi Aldobrandini wore First Empire costumes

(Below) Other guests at the Duc de la Verdura's ball were Lady Abdy, wearing a tulle dress made by Alex after a Romney portrait, and the Comte Etienne de Beaumont, as Châteaubriand. This ball was one of several, all notable for their costumes



INTERGUGLIELMI, PALERMO

(Right) The Count and Countess Carlo Frasso, seated in the centre, were photographed at a picnic which took place before the races in the Roman Campagna

(Left) In Palermo for the "season" were (left to right) the Countess di Assaro, the Duc de la Verdura, Lady Wimborne, and Lady Mendl

(Below) Countess Muñoz is the daughter-in-law of the Spanish Ambassador to Rome. Her husband, also, is attached to the Embassy

John McMullin

people across the tables and would be in harmony with the painted ceiling and the crimson silk-covered walls.

After dinner, that night, a friend took me off to a dance given by the Princess Giovanelli, who was entertaining in honour of the Prince. As the Prince lives in his own palace in Turin and is not often in Rome, his arrival was the signal for endless entertaining that was still at its height when I returned from Palermo. But more of that later, for just then my mind was set on Palermo, my luggage bulging with costumes for the Verdura ball on April thirteenth and for another, two nights later, to be given by the Countess di Assaro.

My first impression of Palermo made me think of my first visit to "Lancut," for the drive from the station to

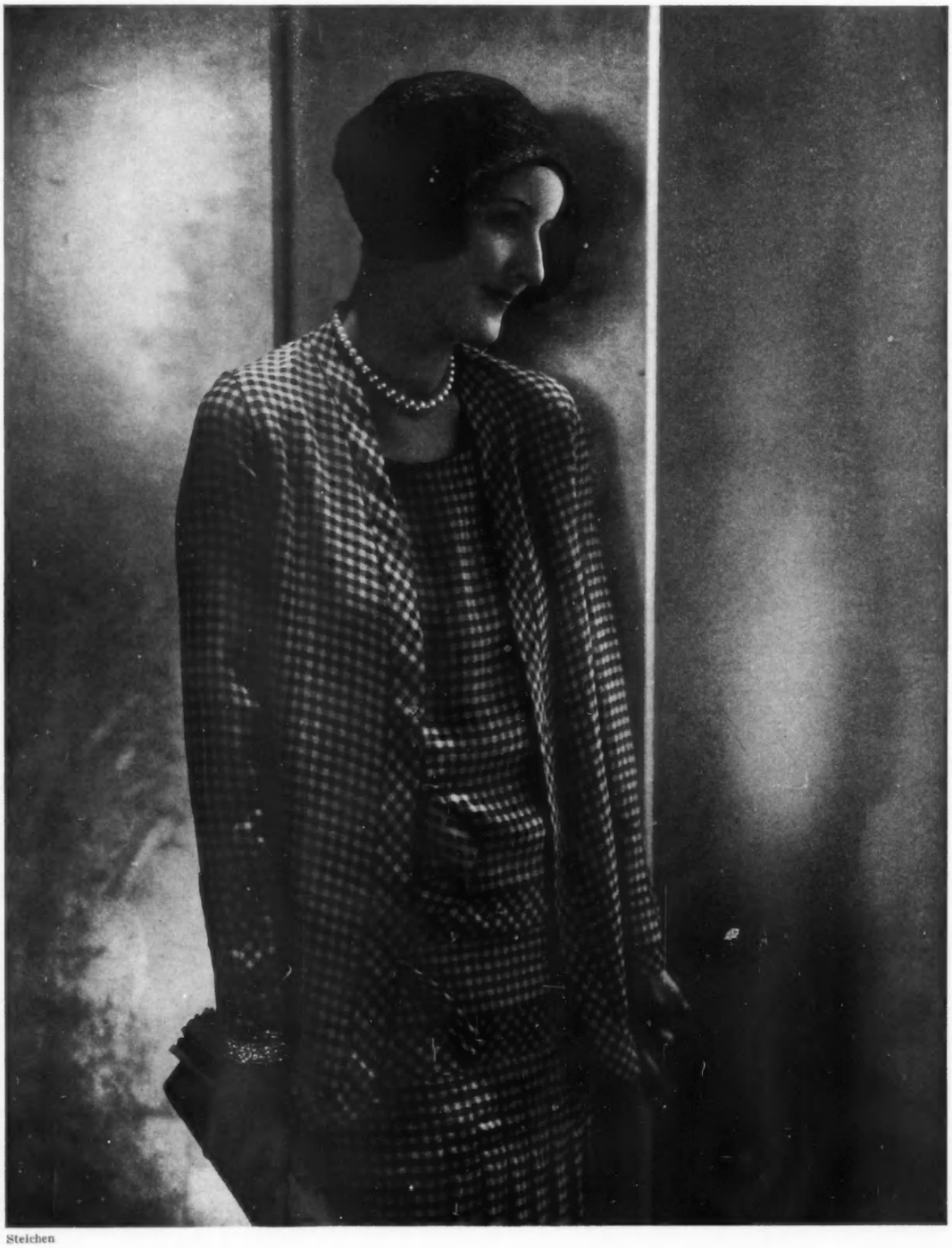
(Left) H. H. Prince and Princess Christopher of Greece were among the guests at a recent picnic given before the races on the Roman Campagna

(Right) This charming photograph of Lady Wimborne shows her with her Pekinese on the terrace of the attractive Villa Igea at Palermo

(Below) Lady Mendl and Mr. Alexander Kirk, of the American Embassy at Rome, are spectators at the races on the Roman Campagna

John McMullin

the hotel, through the ugly, disorderly town, was as striking a contrast to the beauty of the things I was to see as the mean village outside the gates of "Lancut" is to the wonderful park within the gates. Considering the glimpses I caught of Palermo through the windows of the motor, it seemed incredible that I would ever witness the costume party that I had pictured in my mind and that I had come such a long way to attend. Then, suddenly, the car drove into the gardens of the Villa Igea, on the edge of the sea, and the superb panorama of Palermo against the background of jagged mountains burst into view. Within, I found one of the most charming hotels I have ever seen, as well as the most comfortable. From that moment, *(Continued on page 100)*



Steichen

The Jacket Suit

This Reboux hat of navy-blue Paris-même straw is so cut that it may be worn reversed, with the satin bow to front or back. The Molyneux suit with a sleeveless jacket is of navy-blue and grey marocain. From Thurn; jewels from Marcus

ladies at luncheon

almost anywhere

PICKING flaws is an unlovely pastime. Finding fault where few faults exist is overcritical. But a near-perfection which could so easily be made perfect tempts suggestions.

The Ritz in Paris, the Berkeley in London, and the Colony Restaurants in New York are the three smartest luncheon places in the world. Women who have reached a point where they dress well, instinctively, haunt them. Without betraying a patriotic prejudice, it is fair to say that of the three, the American scene offers the best-looking characters. They are young. They have long slim legs, small feet, and pretty faces. Without the complexions of the English or the mature chic of Frenchwomen, they yet would win out if they were to be judged, like dogs, on "points." But, in spite of all these charms, there is a slightly depressing touch about the ladies. They are as uniform as a row of cut-out dolls made by folding a bit of paper several times. Tiller girls could not be more synchronized than these superior young persons.

The habit of their order is smart black. Each head wears a black felt helmet which fairly effectively disguises its owner's identity. Silver foxes, hunched around shoulders, further hide away characteristic lines. They are distinguished, but not distinguishable, the members of this sisterhood.

But the most annoying duplication of one another is found in the expression on the pretty faces, an expression of slightly disagreeable boredom that is not becoming. One doubts that they are bored or disagreeable actually; perhaps, they assume the mark on the stroke of one, at the same time that they arm themselves with beige gloves and a black antelope bag and sally to the Colony.

All smartness must be similar, to a certain extent, just as all good food enjoys the same processes of cooking. But what different dishes a good cook can turn out from the same materials! What won't a really skilful seasoning or salad dressing do to enliven an old favourite! With the magnificent equipment provided by Nature and all the arts money can buy, we can not see why the ladies at luncheon do not season their appearance with a distinctive touch. Even a different coloured lipstick would be a relief. The same orangy-scarlet on all the mouths is tiresome.

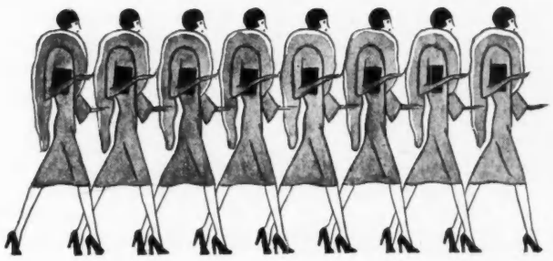
It is not that they incorporate no new ideas in their appearance, but that some wireless message seems to fly from one to another so that simultaneously they each burst forth with this latest adornment. One does not ask them to wear different colours, or unusually cut garments, or dreadful "picturesque" hats. But must a knitted Agnès turban always be worn in exactly the same way on every head? Might not one girl pull on her felt helmet with a difference and another pin up the inevitable ear-piece on one side with a diamond pin? Why should diamond or marcasite ornaments always occupy the exact spot at the front or side decreed by some mysterious arbiter of this secret society?

Even their choice of food is dictated by this unknown ruler. For a short time, there must have been a broccoli famine, until the growers found out about the unprecedented demand and supplied it. Spinach seems to be a close runner-up, and broiled lamb chops with a slice of pineapple (which sounds ghastly to some of us) are beginning to be favoured, and, recently, the great majority of smart lunches have begun with clam-juice cocktails. How can they all like the same things to eat at the same time?

Over standardized clothes and make-up are all right for the very young, but, when the first chance arrives of expressing that mysterious thing we call our inner self, do let's grab it.

Of course, there are a few brave souls rebelling against the rules of the order. Marjorie wears conventional, but somehow very personal garments, hangs several pounds of clumsy, but amusing hardware on her left wrist, and orders onion soup rather than broccoli. Diana has the courage to use a rose-pink lipstick and have her finger-nails buffed instead of varnished. They stand out across the crowded room, and short-sighted friends can wave to them without that embarrassing moment of panic when one is not sure if one has greeted a complete stranger or an intimate.

Since fine cars of the *de luxe* makes have distinctive coach work and colours, why should not the ladies of the same class emulate this notion? One does not find uniform black paint on the body of a Rolls-Royce or a Minerva, and yet all these motors must conform to strict rules of design. In the stern dictates of fashion, a hundred small leniencies for personal expression are permitted. This observer would like to see semiperfection made complete by the lovely ladies taking advantage of this. NANCY HOYT



Comfort in the sleeping-car is added to immeasurably by a pink moire coverlet, pink crêpe de Chine sheets, two pillow-cases, a small pillow, crêpe de Chine pyjamas, and a pink moire dressing-gown, all in a dark blue leather bag; from Mrs. George Howard. Green leather mules from Saks-Fifth Avenue. Pullman bag of black moire, hanger and pockets; from The Vab Shop

A GUIDE TO CHIC
ACROSS THE COUNTRY

ENVY the birds! East, West, South, or North, it makes little difference—they need not shop, pack, or buy tickets. Travelling for us is a more complicated affair, but it need not be the ordeal that some people make of it. There are ways and means of acquiring what might be called "traveller's chic," which will make any trip, no matter how complicated, a dream of comfort and a joy to anticipate.

In these nomadic days, a trip, instead of being an event that explodes like a bombshell in the midst of the quiet family circle, is (in nine cases out of ten) an ordinary occurrence. So, if you know you are going to travel a great deal, whether over land, over seas, or through the skies, why not arrange the details once and for all? It saves so much bother.

Perhaps, you have been lured by fabulous tales of the West—stories of shimmering wheat-fields, painted deserts; of swimming in crystal seas and skiing down fantastic glaciers. Possibly, you are a wee bit sceptical about this much-exploited country and have decided to see for yourself. "Then," say you, "Westward, Ho!—let us organize!"

There are infinite possibilities in a trip to the Coast. The trip itself is fascinating, with endless fields of corn and wheat making a sort of pattern in green and gold. The desert—intensely hot and varicoloured, dotted here and there with grotesquely warped rocks. The foothills of the Rockies—beautiful beyond all belief. And the Pacific coast offering every imaginable sort of sport, from riding (in the Western manner), polo, golf, tennis, and swimming, to coasting down Mount Rainier.

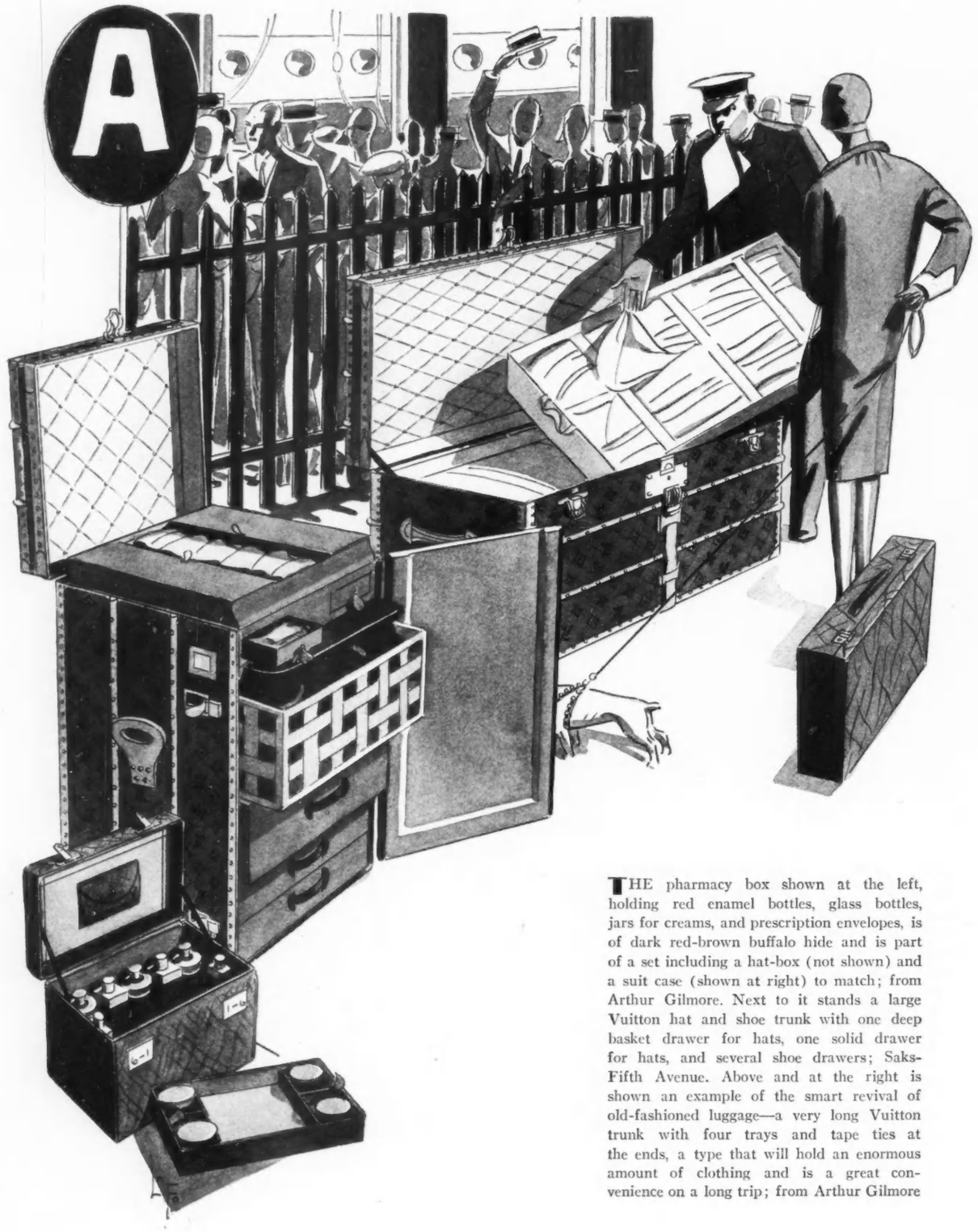
On a trip of this sort, you will need a great variety of clothes. Sports, formal costumes (after all, one must look one's best in case one should happen to trip over a Star), and travelling costumes for both hot and cold weather. In fact, you will need practically everything from a bathing-suit to a fur coat, from golf clubs to skis. This being the case, you will go over your wardrobe very carefully, with an eye for the practical—for nothing is more inconvenient or annoying than carrying about numbers of superfluous garments and accessories.

The traveller should learn to carry the minimum of luggage. This does not mean doing without the amount needed or crowding too many things into too small a space. Each journey makes different demands on the kind of trunks and bags one will take, and all this must be considered before embarking on the trip.

Luggage, to be smart and easily identified, should be uniform in colour or style, although a dressing-case in a harmonizing colour often adds a note of chic. Covers can be made for one's suitcase, and trunks can be repainted in order to make them similar.

Generally speaking, a set of bags—a small, well-equipped dressing-case, a large suitcase, a square hat-box, and a zipper bag should fill the needs of a short trip. A trunk of the old-fashioned variety or a Pullman wardrobe trunk, small enough to take into one's compartment, is also convenient. However, if you are going to linger longer in the West, you will need more elaborate luggage. From Philip Hall, Inc., one can buy sets of Oshkosh trunks. These are light and well made. Charming Vuitton luggage is available from Arthur Gilmore, Saks-Fifth Avenue, and Wanamaker. These include sets of suitcases and trunks of every description, from shoe trunks to trunks that will hold an amazingly large collection of hats. One of the smartest possessions a woman can have is a lovely dressing-case. Many women have their silver and gold sets fitted into a case. A new idea launched by Macy's luggage department is a case with fittings of pewter in modern design. These are very light. But, perhaps, loveliest and lightest of all are fittings of tortoise-shell.

Bottle bags are always extremely useful, and a charming leather-lined bottle case is to be found at Arthur Gilmore's. If one leaves a list of the preparations one wishes, they will be purchased and put in bottles of the right size, with the prescriptions placed in a flap in the top of the case. In this way, one takes only the necessary number of bottles and jars and is not confronted with an odd-sized bottle and the problem of what to put in it. A good-sized canvas bag with a pigskin top, resembling a giant purse, *(Continued on page 98)*



THE pharmacy box shown at the left, holding red enamel bottles, glass bottles, jars for creams, and prescription envelopes, is of dark red-brown buffalo hide and is part of a set including a hat-box (not shown) and a suit case (shown at right) to match; from Arthur Gilmore. Next to it stands a large Vuitton hat and shoe trunk with one deep basket drawer for hats, one solid drawer for hats, and several shoe drawers; Saks-Fifth Avenue. Above and at the right is shown an example of the smart revival of old-fashioned luggage—a very long Vuitton trunk with four trays and tape ties at the ends, a type that will hold an enormous amount of clothing and is a great convenience on a long trip; from Arthur Gilmore

SMART TRAVELLING COMPANIONS

THE four-tray trunk shown on the opposite page is illustrated at the left, above; from Arthur Gilmore. Precariously balanced at the right on the truck is a Vuitton duffel-bag of Windsor grained hide, for shoes, soiled linen, and left-overs; from Arthur Gilmore. The large Vuitton wardrobe trunk is covered with hide leather, which improves with wear; from Saks-Fifth Avenue. The young woman holds an English blouse case of pigskin with a canvas cover, lined with velveteen; Saks-Fifth Avenue. The Hartmann junior wardrobe trunk has two lingerie compartments and six hangers and fits into a taxi; Lord and Taylor. The shoe case will hang on the wall; Lord and Taylor. The monitor case is copied from English luggage; Saks-Fifth Avenue

TO MAKE PACKING PAINLESS

SEEN IN THE SHOPS

A SMART COMPOSITE COSTUME FOR EVENING

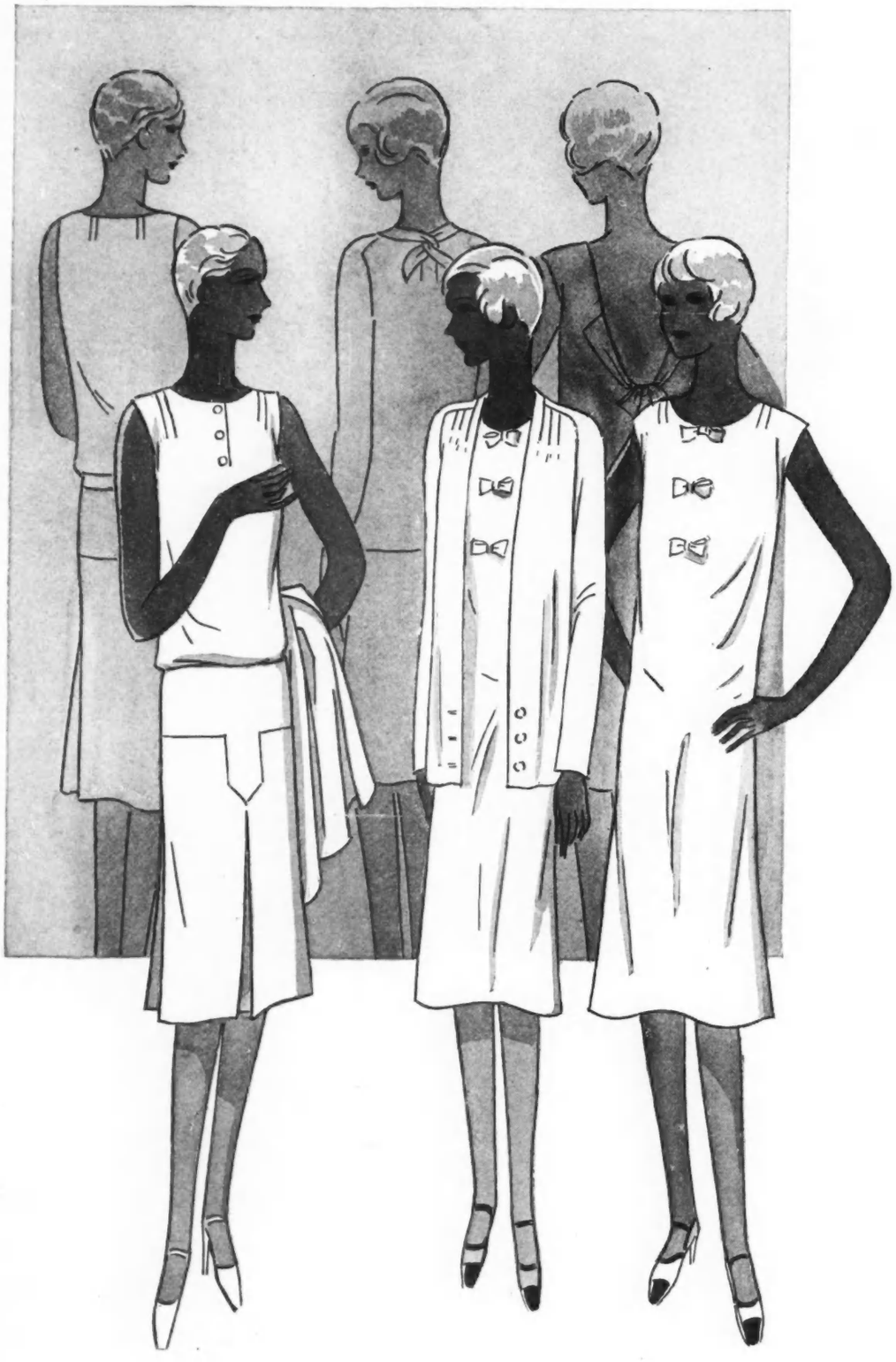
Plaid chiffon in green and beige is an ideal fabric for a summer evening gown. This one has a jacket to match. For restaurant dining, the Florence Walton turban of beige velvet and honeycomb straw and the simple satin pumps striped in grosgrain are especially suitable; from Altman

For a formal occasion, the same dress is appropriate, worn with a green panne velvet evening wrap in the new three-quarters length, replacing the jacket. The slippers for this formal costume are beige crêpe sandals (shown below) trimmed with gold incrustations and straps; Altman

TWO DAY COSTUMES BASED ON ONE SUIT

A silk suit for town wear and "spectator" sports wear includes a black-and-white printed jacket over a white crêpe de Chine blouse and a pleated black crêpe de Chine skirt. The hat for informal wear is of rough white straw banded with black grosgrain ribbon; Lord and Taylor

This costume is transformed into one suitable for formal daytime wear by the addition of a black silk coat with a jabot revers front, designed by Paquin, a hat of fine black Paris-même straw trimmed with black velvet ribbon, and shoes of black lizard and calf; from Lord and Taylor



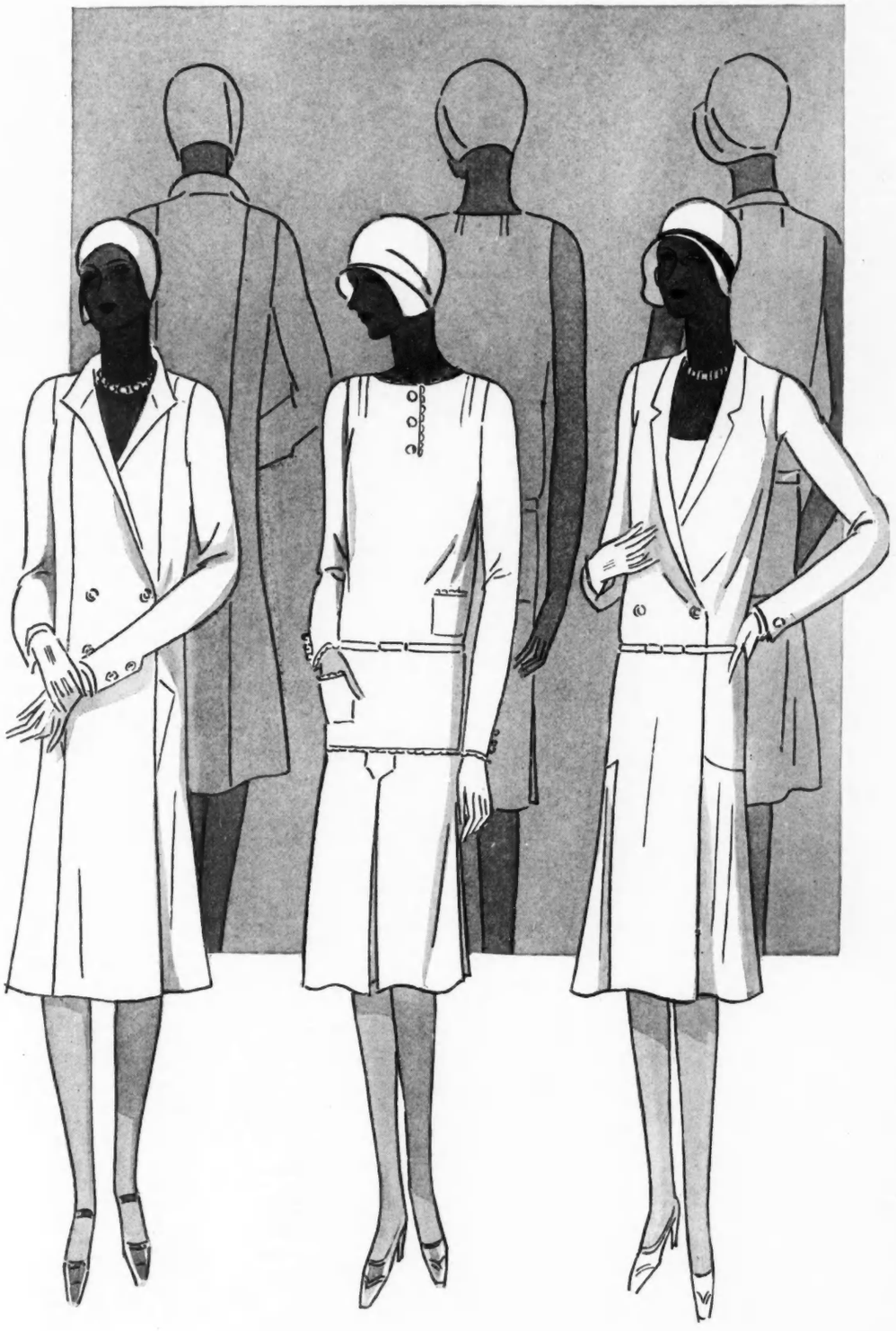
DESIGNS FOR PRACTICAL DRESSMAKING

BLOUSE No. 9884 SKIRT No. 9885—(Extreme left) The tuck-in blouse is of silk crêpe, and the sleeves are optional. The skirt is of wool crêpe; patch pockets provided. Designed for sizes 14 to 42; skirt, 26 to 38

JUNIOR MISSES' ENSEMBLE No. 9881 (Left, centre) A jacket of the same material accompanies a sleeveless frock of silk crêpe. It has epaulet sleeves and shoulder tucks. Designed for sizes 13 to 21

JUNIOR MISSES' ENSEMBLE No. 9881 (Left) The dress for the jacket (centre) is of crêpe with bow trimming. It flares below the hips and may have a sunback or a higher one. Designed for sizes 13 to 21

PRINCESSE AND TWO-PIECE COSTUMES



DESIGNS FOR PRACTICAL DRESSMAKING

COAT-FROCK No. 9880 (Right) This semi-fitted coat of woollen basket-weave has a double-breasted closing, a straight collar, and applied trimming. Buttons trim the sleeves. Designed for sizes 14 to 44

BLOUSE No. 9884 SKIRT No. 9885—(Right, centre) Jersey fashions this costume. The blouse has a shell-edge finish; sleeves optional. The skirt is on a yoke. Designed for sizes 14 to 42; skirt, 26 to 38

COAT-FROCK No. 9883 (Extreme right) A silk crêpe collar and vest trim this smartly simple frock of wool crêpe. The straight front has a surplice closing. Sleeves optional. Designed for sizes 14 to 42

SPORT CLOTHES SHOW SMART TAILORING

DESIGNS FOR PRACTICAL DRESSMAKING

FROCK No. 9888—Crêpe faille is an excellent fabric for this smart one-piece frock with a scarf collar and a shaped circular flounce. The sleeves are optional. Designed for sizes 14 to 42

EVENING FROCK No. 9879 Dull-finished satin will prove a success for this frock, with drapery encircling the hips and terminating in loops and long ends. Designed for sizes 14 to 38

EVENING WRAP No. 9890 This full-length velvet wrap, which is shown over the frock at the left, is slashed and shirred at the sides and has a collar with or without fur. Designed for sizes 14 to 42

NEW FIGURES OF FASHION

DESIGNS FOR PRACTICAL DRESSMAKING

FROCK No. 9882—An Eton collar and flat jabot lend a youthful air to this one-piece crêpe marocain frock with a pleated skirt. The sleeves are optional. Designed for sizes 14 to 38

FROCK No. 9889—This frock of silk crêpe is smartly vested with lingerie, the skirt has flared side sections, and the sleeves are optional. The waist-line is shirred in front. Designed for sizes 14 to 40

FROCK No. 9887—Two jabots double the chic of this flat crêpe one-piece frock with a shaped front yoke and inserted godets. There are tucks at the neck-line in back. Designed for sizes 14 to 42

FROCK No. 9886—A cascading jabot trims the over-blouse of this semi-sheer crêpe dress. The sleeves are optional, and the skirt has a deep, gathered flounce. Designed for sizes 14 to 40

FASHION FROM VARIOUS VIEWPOINTS

NEW SPECIAL DESIGNS FOR SUMMER DAYS

DESIGNS FOR PRACTICAL DRESSMAKING

HOSTESS GOWN No. S3346 (Above) This hostess gown of plain and printed chiffon has a double skirt. Designed for sizes 14 to 40

ENSEMBLE No. S3347 (Left) The sleeveless frock of this ensemble has a pleated skirt flounce. Designed for sizes 14 to 40

ENSEMBLE No. S3347 (Left) The coat of the ensemble at the left has pleating at the lower edge. Designed for sizes 14 to 40

EVENING FROCK No. S3348—(Right) This net frock is lengthened by a double flounce and godets. Designed for sizes 14 to 38

EVENING CAPE No. S3349—(Extreme right) Flat crêpe fashions this unlined cape. Designed for sizes small, medium, large

BOUILLON.... WITH THE TRUE FRENCH ACCENT

....by Campbell's famous chefs!

Clear soup, such as bouillon, has a very definite and distinct place in the family menu. It is to be selected for its bracing, invigorating effect rather than for supplying body-building nutrients. Bouillon, by reason of its delicious and stimulating meat juices, challenges the appetite and promotes digestion. Thus at the beginning of a meal, it induces a very delightful sense of well-being and prepares the way for the foods that follow.

Many times, too, a stimulating cup of bouillon is desired by itself, to refresh and revive. Its value in the sick-room is well-known.

Campbell's Bouillon combines a delicacy of flavor that is truly French and a fullness of strength that insures the utmost benefit. Only the most carefully selected beef is used for the broth of amber clarity, deliciously flavored with celery, onion, leek, parsley, herbs and seasoning. 12 cents a can.

LOOK FOR THE RED-AND-WHITE LABEL

WITH THE MEAL OR AS A MEAL SOUP BELONGS IN THE DAILY DIET

YOUTHFUL CHIC AT ALL HOURS

PYJAMA SUIT No. 2951
This smart, practical suit combines handkerchief linen and cotton broadcloth. The overblouse tucks into the broadcloth trousers, and the sleeves are optional. Designed for sizes 6 to 14

FROCK No 2949—This frock of handkerchief linen has a contrasting vest. It may be smocked or gathered at shoulders, back of neck, and below the belt. Smocking motif No. 621. Designed for sizes 8 to 14

FROCK No. 2948—Fresh and crisp is this party frock of organdie with ruffle trimming. The skirt is gathered and joined to the short body section. The bertha collar is a charming note. Designed for sizes 2 to 8

FROCK No. 2948—The front view of the organdie dress at the left shows how the bertha is tied high on the left shoulder with a pert little bow. There are no sleeves. Designed for sizes 2 to 8 years

FROCK No. 2947—Printed dimity is used for this frock tucked front and back to simulate a yoke. It may have a wide or narrow collar and long sleeves. The collar and cuffs are plain. Designed for sizes 2 to 8

LINGERIE SET No. 2950 (Above) A combined vest and brassière and straight trunks are fashioned of handkerchief linen. The shorts have a shaped front yoke and a gathered back. Designed for sizes 10, 12, 14

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 15 North Jefferson Street, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 127

PHOTOGRAPHED BY ALFRED CHENEY JOHNSTON POSED BY MISS DOROTHY FLOOD

Exquisite hats beautifully designed by the Hodshon Company in lovely textures — and always the required headsize! For all occasions of Twentieth Century activity — in colors to harmonize with every costume. $10.00-$12.50

The HODSHON Co.

620 Fifth Avenue, New York

Presented by Carter & Johnston, 22 East 49th Street, New York, and at the Smartest Shops in the Principal Cities

The End of the Quest-

Les Bourgeons

un parfum—ravissant!

For years Ybry sought it — a parfum that would typify modernity —youth—*la joie de vivre*. It was spring when he succeeded—reached the end of his quest—and aptly named this ravishing creation Les Bourgeons (Buds), the true parfum of youth.

Ybry PARFUMEUR PARIS

YBRY, Inc.,
604 Fifth Ave., N. Y. C.

Canada: Lymans Limited, Montreal

This long transformation, with its flattering swirl of hair at the side, was one of the models from Manuel's Paris collection, recently brought to New York

In this youthful transformation, Manuel has arranged ringlets at the base of the neck and combed the hair in back in a sweep from one side to the other

ON HER DRESSING-TABLE

SO many women are interested in training down, in this day of slender figures, that the problem of building up is in danger of being regarded as of minor importance. That is, it is in danger of being so regarded until a woman who has let herself become run down from overdoing suddenly comes face to face with the disastrous results of her condition—dark shadows beneath the eyes, a general lack of lustre in her appearance, and a continuous state of tiredness. Then is she convinced that something must be done about herself, although she may not be quite sure of what this should consist. But when she comes to this conclusion, she need go no further than Marjorie Dork, a wise beauty specialist who has already provided a solution for this problem.

A PLEASANT RÉGIME

This specialist, who has a widespread reputation for making superfluous pounds disappear from her clients, realizes that building up rundown bodies and nerves and thereby increasing beauty and charm is as important as creating slim figures. And the person who goes to her studio finds there a most admirable, and incidentally a most pleasant, régime awaiting her. The studios in themselves are as attractive as they are complete, and the atmosphere is a very pleasant one in which to be. No one need feel a trace of self-consciousness or timidity in entrusting herself to the ministrations of the competent and unusually kindly attendants.

Each course of treatments that Marjorie Dork gives is preceded by a thorough physical examination by an experienced physician. If it should happen that the condition of the client is one that necessitates medical treatment, she is told so promptly, as this studio makes no claim to cure ills. But if she needs a carefully planned régime of treatments and exercises to build up her strength and restore her energy, the physician prescribes according to individual requirements, and the client starts upon her course.

The first step is to the gymnasium, where she is provided with apparatus and given exercises that are designed to develop her body to correct proportions and to stimulate her entire system. Chest exercises, taken before an open window, will be included, as well as those upon the exercise mat. The client may sit upon the vibratory chair, and she certainly will profit by a few moments upon the electric table, a fascinating mechanism on which she can lie at ease, relaxed, while a gentle motion moves the upper part of her body in one direction and the lower in another, a process which is most conducive to a supple waist and strengthened muscles of the abdomen. If she is a thin person who happens to be fat in spots, or in a single spot, she may want to take advantage of the reducing equipment that those who are there to lose weight patronize so assiduously and with such satisfactory results. If her hips are a bit too large or she thinks that her ankles are slightly thick, she can sit upon the electric roller that is so efficient in rolling away the extra unwished-for pound or so or use one of the many vibratory belts or bands.

After the gymnasium, the next step may be a massage, but not a reducing massage in which the overdeveloped parts of the body are given strenuous treatment to break down the fatty tissue. The massage for the person who wishes to be generally built up is a soothing, pleasant affair given by gentle, capable hands. Perhaps, it will be given beneath a sun-lamp, and a bland and pleasant oil will be used that leaves the skin soft and smooth, just as the massage leaves the body relaxed and rested. The next step may be the causing of perspiration, since perspiring is effective in releasing toxic poisons from the system. This is given, of course, only according to the physician's instructions, and the length of time prescribed for the thin person will be appreciably less than that allowed to the fat person, who lies blissfully perspiring as long as she is permitted, sure in the knowledge that this is a most effective way of combating her excess weight.

FOR HEALTH AND BEAUTY

Other special treatments may be prescribed for the person who wishes to gain in health and beauty, together with a sensible and healthful diet, which is advised by the physician, and

(Continued on page 122)

Beautiful Mrs. Allan A. Ryan Jr. was Miss Janet Newbold, daughter of Mr. and Mrs. Fleming Newbold of Washington, D. C. She was recently married to the grandson of the late Thomas Fortune Ryan.

Beauty of ivory skin and amber eyes

MRS. ALLAN A. RYAN JR.

FÊTED as loveliest debutante in Washington last season, this spring she is its loveliest bride—Miss Janet Newbold, whose wedding to the grandson of the famous financier, the late Thomas Fortune Ryan, was a brilliant society event.

Young Mrs. Ryan is enchantingly beautiful with wide set amber eyes, soft amber hair and wonderful smooth pale skin like ivory. She dresses simply but charmingly, and she is very feminine, shy and sweet and gently bred.

Two years before her debut she was sent to school in Paris. She learned to speak a perfect French, to wear her frocks with inimitable chic, to guard the beauty of her delicate complexion. For the lovely young French girls were already using the famous Two Creams to keep their skin exquisite.

"I envied them!" confesses Mrs. Ryan. "One night I was going to a party. I stole into a classmate's room and helped myself to her Pond's Creams.

"How happy I was that evening! My cheeks were smooth as satin and pink as roses. Ever since, I've been devoted to Pond's Two Creams.

(left) Her evening gowns are simple in line, of flat crepe or satin in amber shades like her hair and eyes.

Her sports suit is brown and chartreuse

Mrs. Ryan is fond of white for summer

"And now Pond's two new products delight me," adds Mrs. Ryan, speaking of the dainty Cleansing Tissues to remove cold cream and the fragrant Skin Freshener to banish oiliness and tone the skin.

"All four are wonderful," she sums it up, "to keep your skin at its loveliest!"

Use Pond's four preparations daily as follows:

First—for thorough cleansing, amply apply Pond's Cold Cream over face and neck, morning, evening, and always after exposure. Wait a few moments to let the fine oils penetrate every pore.

Then—with Pond's Cleansing Tissues, soft, ample, absorbent, wipe away cream and dirt.

Next—dab Pond's Skin Freshener briskly over your skin. It closes the pores and banishes oiliness.

Last—smooth in a little Pond's Vanishing Cream for protection and powder base.

(right) Pond's four famous products — Cold Cream, Cleansing Tissues, Skin Freshener, Vanishing Cream.

SEND 10¢ FOR POND'S 4 PRODUCTS

Pond's Extract Company, Dept. T
110 Hudson Street, New York, N. Y.

Name_____

Street_____

City_____ State_____

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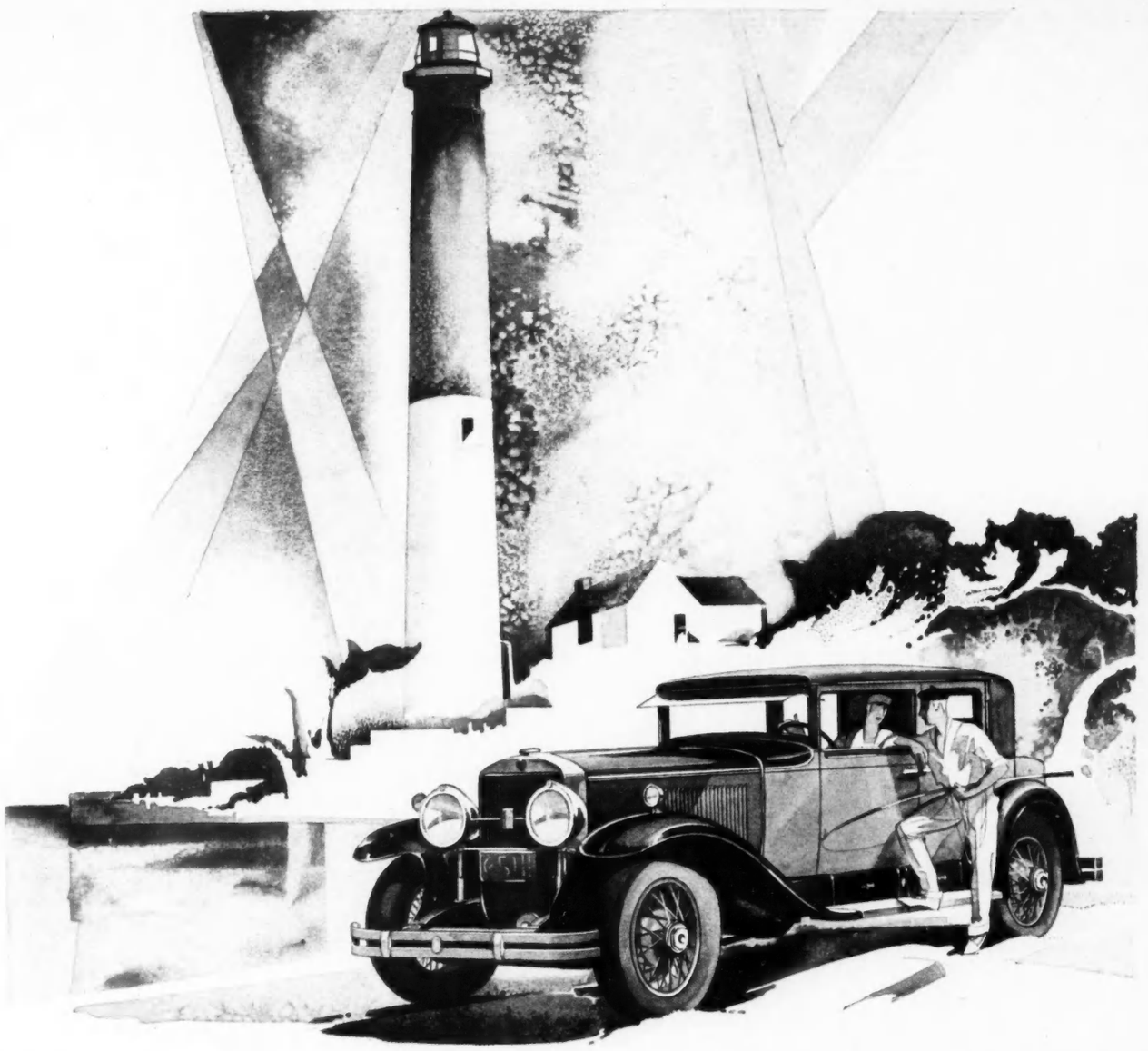
COSMETIQUES LESQUENDIEU

Lipstick TUSSY

We can afford to be superlative in praise of Lipstick Tussy. The most important French cosmetic maker has perfected this lipstick. It is of the finest consistency and quality, the loveliest fragrance, and comes in the widest range of colors—in fact, the perfect lipstick. Because of its eight distinct shades it lends itself beautifully to the present vogue of a different colored lipstick for a different frock, a different colored lipstick for daylight and evening. Each lipstick arrives in its smart galalithe container, sealed and packaged in France. Lesquendieu, Incorporated, 683 Fifth Avenue, New York.



THE PRONOUNCED FAVORITES IN THE SMARTEST AND MOST EXCLUSIVE CIRCLES

La Salle is priced from $2295 to $2875; Cadillac from $3295 to $3995; Fleetwoods up to $7000—all prices f. o. b. Detroit.

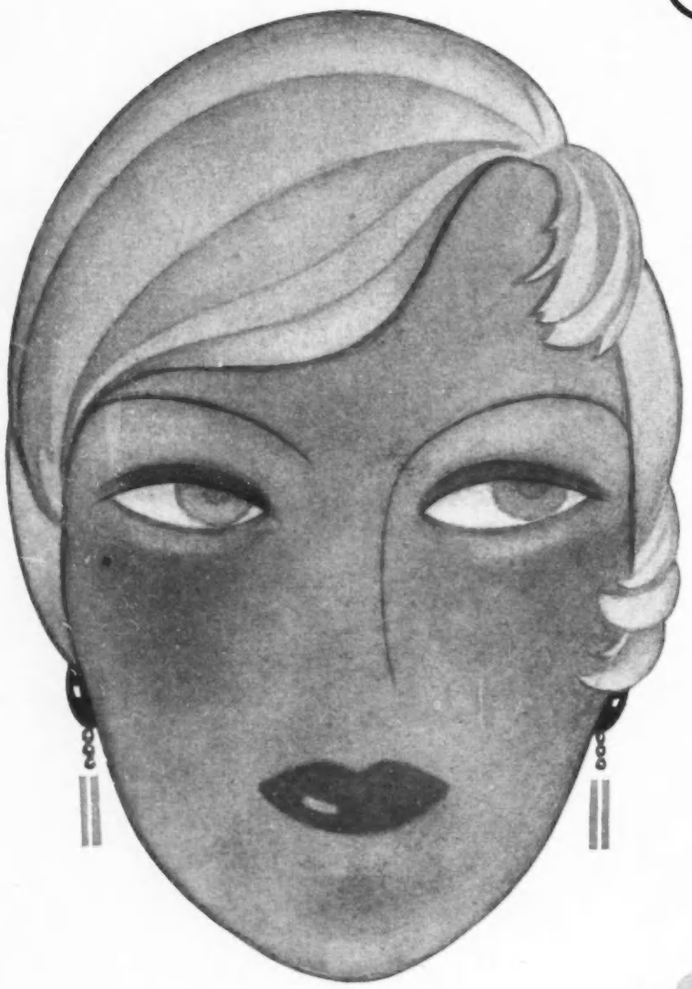
That there are no other cars in all the world like Cadillac and La Salle is eloquently confirmed by the character of the Cadillac-La Salle clientele . . . Wherever the celebrated and the sophisticated are gathered, the preponderance of Cadillacs and La Salles is impressive evidence of their popularity with particular people . . . The simple truth about this is that those who know motor-cars know just as certainly that there is no substitute for the immaculate individuality and the joyous satisfaction of a Cadillac-built car . . . De luxe Fisher and Fleetwood coachwork render Cadillac and La Salle the finest and smartest cars on the streets of the world.

CADILLAC MOTOR CAR COMPANY, *Division of General Motors*, Detroit, Michigan; Oshawa, Canada

CADILLAC · LASALLE · FLEETWOOD

COTYTAN

FOR BLONDE OR BRUNETTE



Tan yourself — in a few moments. Cotytan, *liquid and powder gives a glorious, even tan that beats the sun at his own game — and livens you with a new, exotic beauty utterly thrilling. It's the smartest vogue of the season.*

COTYTAN LIQUID
APPLY EVENLY OVER FACE AND NECK WITH SMALL PAD OF ABSORBENT COTTON THAT HAS BEEN DAMPENED WITH WATER. FOR ARMS AND LEGS APPLY WITH PALM OF HAND. $1.50

COTYTAN POWDER
AFTER THE LIQUID HAS DRIED, SMOOTH THE POWDER OVER FACE. USE ALSO FOR FRESHENING TOUCHES DURING THE DAY OR EVENING. THE POWDER CAN BE USED ALONE. $1.00
ALSO DOUBLE SIZE $1.50

COTY INC., 714 Fifth Avenue, New York

A ROOM WITH A VIEW OF FASHION SUPREMACY

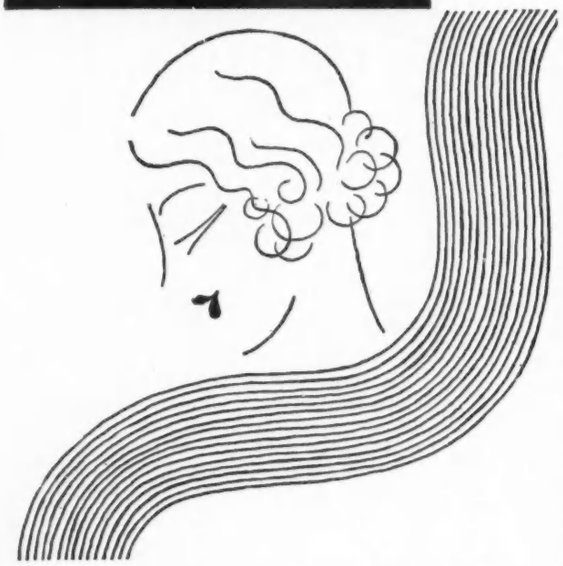
Cool . . . aristocratic . . . with an air of quiet efficiency . . . the Third Floor is the fashion mecca for smart women who select their ready-to-wear in leisurely manner . . . On June days, you may see the monde elegante en route to Southampton or Newport . . . to Europe . . . considering the height of fashion in the salon that is dedicated to it. It is possible to choose a complete wardrobe . . . from the most mannered of dinner gowns, to a simple sports suit . . . with the assurance that you are anticipating the best of Paris because of the quick, adaptive brains of our own designers. The same conducive surroundings and perfect service . . . the aplomb which is the natural result of excelling in any field . . . are apparent in every other department, too. On the Fourth Floor, Made to Order . . . On the Second, coats, also gowns in larger size . . . On the Street Floor, hats . . . the new glove department . . . hosiery . . . bags . . . perfumery . . . jewelry and accessories.

BERGDORF GOODMAN

FIFTH AVENUE at 58th
NEW YORK

☆

J. SCHAEFFER INC
PERMANENT WAVES
FOR
SUMMER SMARTNESS



NOW is the time to visit J. Schaeffer's for a restoration of your wave —or a complete new coiffure. The inimitable Schaeffer Process keeps your hair at its best—waving the short lengths of new hair and achieving delightfully flattering effects. ~~~~~~~~~~ Mr. Schaeffer has created many new modes that are certain to be most becoming. Phone for an appointment today—and be assured of a lovely appearance the whole season through! ~~~~~~~~~~ Bryant 7615

J. SCHAEFFER INC
PERMANENT WAVE
SPECIALIST
590 FIFTH AVENUE
Bryant 7615

A GUIDE TO CHIC

(Continued from page 81)

also is convenient. All the things that were nearly forgotten can be popped into it at the last moment.

While on the subject of luggage, locks should be considered. Most of us have had the baffling experience of losing our keys. Comes temper—comes despair—comes the locksmith. The Bramah lock simplifies things greatly as one key will open all one's luggage and may be attached to one's bracelet.

WHAT TO WEAR

As to your costume—tweeds have become classic. A long coat and skirt worn with a jersey or simple crêpe de Chine blouse is an all-year travel uniform. And such a coat as the one illustrated at the right in the sketch on page 81, of brown and white tweed is extremely smart with the checked silk suit that accompanies it. This suit is of brown-and-white crêpe de Chine, and the smart hat shown with it is of brown straw with a beige band. This costume is from Madame et La Jeune Fille.

But, if one crosses the country in June, it is apt to be very hot—especially going across the desert—, and a frock of crêpe de Chine will be both smart and comfortable. Black and very dark colours look hot when travelling, whereas beige and grey mixtures are charming and yet not too perishable. Some of the printed crêpes de Chine, particularly the small-patterned variety, are delightful and are well adapted for the traveller whose wanderings will lead her through warm climes. It is a relief to have plenty of these soft, easily packed frocks, as you will want to change into one of them at the end of the day. And an excellent costume is the one shown at the left in the sketch on page 81—a dress of printed crêpe de Chine in tan and green, with a dark brown covert-cloth coat and a turban of dark brown and green tricot. This is from Madame et La Jeune Fille.

As one approaches the desert, the train will become hot, and the most comfortable costume will be simple pyjamas and a bandanna tied around the head to keep off dust. Of course, this informal costume is reserved for a person travelling in a private compartment, but, for her, it is as smart as it is comfortable. A good idea is to take an ice-bag, for this, when placed at the back of the neck or at the knee, adds immeasurably to the joy of living when the air is a dancing haze of heat.

Hats with small brims usually look smartest when travelling, although Agnès turbans are very chic and can be tucked into any corner of one's suitcase. The problem of keeping one's hands clean is solved by gloves—a great many of them—, and they had better be of washable suède, rather than kid.

There are many ways to make life on the train entertaining and comfortable. One's compartment loses all semblance of the ordinary Pullman variety when the berth is dressed in pink crêpe de Chine sheets and pillow-slips, which, during the daytime, slip into a blue leather zipper bag. This outfit par excellence may be had from Mrs. George Howard. A delightful safeguard against cool nights is a fur rug. The Vab Shop offers a black moire Pullman bag in which to hang your dress. It has pockets for shoes and underclothes and keeps everything spotless. As you undress to the rhythm of the rails, a tiny phonograph hums your favourite tune, and perhaps Edgar Wallace has been obliging enough to produce a new detective story (the only sort of literature to read when travelling, according to many people).

For some odd reason, the water on trains is always very hard, and this is also true in certain localities although most of the hotels have installed water softeners. Quantities of cold-cream become a necessity, and boxes of "beauty preparations" put up in tin boxes by your favourite authority on that subject, be it Elizabeth Arden, Dorothy Gray, or who you will, are extremely useful.

At the travel agencies, all the tiresome business of tickets and accommodations is taken care of as pleasantly as possible. You will be shown plans of trains with gymnasiums, private baths, miniature movie theatres—everything, in fact, but a swimming pool. Such a train, managed by Raymond Whitcomb, leaves New York once a week and stops on its way at such fascinating places as the Grand Canyon and Crater Lake Park.

But, possibly, you are impatient to get to the Golden Gate and don't want to spend a week en route. In this case, you may go by train to Cleveland and take a plane from there. This isn't as intricate and breath-taking as it sounds. Air Associates, at 535 Fifth Avenue, will supply all information as to routes. The trip is made in laps—plane by day, train by night—and takes seventy-two hours. Each passenger is allowed thirty pounds of luggage. As the average suitcase weighs five pounds, a pair of shoes about three-quarters of a pound (depending on the size of one's feet), and a dress one pound, thirty pounds should allow for a suitcase and a hat-box, if not too firmly packed. The rest of your luggage can be checked on by train. There is no denying the thrill of whizzing through the sky at one hundred miles an hour, the while you sit in a comfortable chair, undisturbed by so much as a breath of air, and watch the crazy-quilt of fields, pierced here and there by towns and villages, drift by below. A word of warning, however, to bad sailors, apropos of this mode of travelling—it is a little like speed boating.

ADDED ATTRACTIONS

No matter how you get there, your eventual destination, in all probability, will be a hotel. So a word upon making a hotel room more livable. It can be done, and quite simply. If you are going to settle down and remain any length of time, a few attractive lamps help tremendously, as do a charming quilt and pillows for the bed. One's pictures, in soft leather frames, perhaps a small rug, and, most important of all, attractive toilet articles on the dressing-table, combined with flowers and books, will change the entire aspect of a room.

Yes—to completely misquote the Messrs. Gilbert and Sullivan, "The traveller's life is a happy one!"

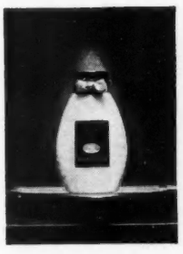
A GOLDEN TAN IS THE INDEX OF CHIC

. . . but the preceding sunburn is torture

UNQUESTIONABLY, a skin of golden tan is smarter this summer than ever before. But that makes sunburn no less painful. How shall one gain the envied tan without the agony of sunburn?

The answer to this problem is Dorothy Gray Sunburn Cream. This preparation is quite different from other sunburn preventives. It does *not* prevent tanning, but it *does* prevent burning. And you can forget you have it on!

Smooth a little Dorothy Gray Sunburn Cream over all exposed surfaces of your skin before going into the sun. It actually absorbs that narrow portion of the sun's ultra-violet ray which is the cause of the burning and blistering of the skin.



It does *not* shut off *all* sunlight from your skin, as a protective garment does, but it does absorb that part of the sun's rays which are responsible for *burning*. Thus Dorothy Gray Sunburn Cream encourages a rich, becoming tan—while at the same time it prevents painful burning and blistering.

A bottle of Dorothy Gray Sunburn Cream costs two dollars and will ordinarily last an entire season. It is a creamy lotion, delicately scented; it does not make your skin sticky or greasy, but leaves it smooth and soft. You will find Dorothy Gray Sunburn Cream at leading shops everywhere and at the Dorothy Gray salons. It comes in a flat, easy-to-pack bottle.

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Have a tan without tanning

GLORY OF THE SUN

Powder

AS SEEN BY HIM

(Continued from page 77)

I began to understand the strange combination of life that means the glamour of Palermo—beauty behind walls of ugliness and a life of the fifteenth and sixteenth centuries masquerading in the guise of our day.

Each train brought new arrivals, and life at the Villa Igea took on the air of a country-house party. The days before the ball were spent in lunching and dining, in sightseeing and bridge. I must not forget to mention the antique shops, for they have many surprises and are full of things—marvellous embroideries, stuffs, and marbles—with a distinctive quality of their own that one can find nowhere else but in Sicily. Tony Montgomery, in whose company I made a tour of these shops, bought an old donkey cart—one of those gaily painted Sicilian carts, depicting Biblical scenes and legends and drawn by a donkey dressed up like something in a circus. I have seen only two of these carts outside of Sicily—one at Mrs. Stotesbury's house, near Philadelphia, and the other at Madame Balsan's, at Eze.

SIGHTSEEING IN PALERMO

In the way of sightseeing, there is the chapel with the wonderful mosaics in the Royal Palace, where Prince Christopher of Greece was recently married to H. H. the Princesse Françoise de France. In the cathedral of Monreale, the mosaics and the cloister are in a remarkably fine state of preservation. For me, the most beautiful sight in Palermo is the little cloister of San Giovanni, with its tangled overgrown garden bursting into blossom and filled with the sound of tinkling fountains. There is, also, the little chapel of San Lorenzo, the walls of which are encrusted with the famous plaster reliefs of Serpotta, who lived in Palermo, where he did many of his most beautiful works. The tourist seldom finds this spot, but it is one of the most interesting sights of Palermo.

We visited such places on the glorious spring mornings, and then met at the bar of the hotel in the centre of town for a cocktail before lunch. Here, the Count and Countess Etienne de Beaumont and Lady Erroll were staying. At night, those in the town would come to dine at the Villa Igea, where Lady Mendl, Lady Abdy, Lady Wimborne, Madame Letellier, the Baron and Baroness Lo Monaco, Miss Elsa Maxwell, Madame Henry Bernstein, Stephen Parrott, Henri Pedal, Tony Gandarillas, and myself made up the group of guests. The Countess di Assaro was having a house-party at the Mazzarino Palace, with the Duchess di Sangro, the Marquis Salina, and the Guido Brancas.

As the night of the first party approached, we were inordinately curious about one another's costumes and would troop from room to room to see what every one was going to wear. Hours before the time for our departure for the Verdura Palace, the hotel became tense with excitement, with every one running from room to room and peals of laughter floating through the open doorways of the bedrooms, where people were assembling to have a bite of dinner after finally getting into their costumes.

About midnight, the exodus from the hotel began, through halls lined with maids and valets and the personnel of the hotel, who were waiting to see us off. As we came down the stairs, we were applauded, according to the success of our costumes, with so much noise and gaiety that we started off in high spirits, in a long line of motors that joined others in the High Street and turned off into a narrow alleyway that twisted and turned through the old part of the town to the Verdura Palace. It is one of the strange things about Palermo that nearly all of the old palaces are reached by traversing narrow streets that will hardly accommodate a motor, and certainly not allow two to pass. Down such a street we slowly went our way, between a cordon of gendarmes, the populace of Palermo hanging out of the windows and commenting on us as we went by, much as the London crowd along the Mall comments on the arrivals at a Court ball.

At the doorway of the palace, we were helped from our motors by a majordomo in a most elaborate livery, holding a staff with a huge gold knob. He wore the ancient full regalia of the conventional doorkeeper of a Sicilian palace. On the stairway, we met more of his kind in the sixteenth-century liveries of the house—footmen in powdered wigs, their scarlet liveries trimmed with gold braid, streamers of gilt ribbon falling from their shoulders.

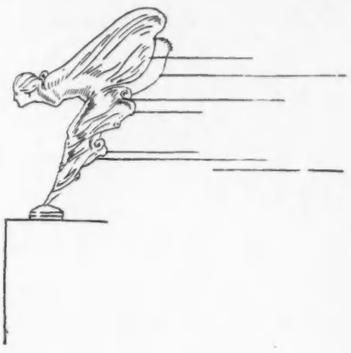
While the house was filling with guests, we stood around buffet tables, in two large salons, and complimented one another over glasses of champagne, then moved into the ballroom to see the entrées. The dancing did not start at once, for every one paraded about, giving us a chance to see these strange people, whom, though we knew them well, we did not seem to know at all. Lady Wimborne made an entrée as Lady Hamilton, and Lady Erroll as the Queen of Naples; the Princess Gangi as Pauline Borghese; the Duchesse de Gramont as Bettina, the fiancée of Goethe. The Duchesse's costume was very beautiful, the skirt of ribbons in the Italian colours, a muslin blouse, and a huge hat with a ribbon. Madame Letellier came in a dress from Paquin, copied from a portrait by Romney, and Lady Abdy in a tulle dress from Alex, also after a Romney portrait. Lady Mendl came as Mrs. Garrick. The Comtesse de Beaumont wore a white velvet dress from Chanel, trimmed with sable. Her huge hat was of sable, and she carried a sable muff adorned with great bunches of coloured feathers. The Duchess di Sangro wore an Empire dress embroidered with pearl medallions, and Madame Bernstein wore an Empire dress of white satin, also from Chanel, a feather in her little spangled hat.

SICILIAN COSTUMES

The men were no less splendid than the women at this party, and many of them, especially the Sicilians, had ancestral costumes of a magnificence that, obviously, had not come from the costumer. One Sicilian lady wore a crimson silk dress covered with gold lace and, attached from her shoulders, a gold-embroidered Nile-green velvet train, which had been worn by one of her grandmothers who was a lady in waiting to the Queen of Naples and had come to Palermo with the Queen in exile.

The very house in which we were dancing was the house in which Lady Hamilton lived when she first came to Palermo, having helped the Queen of Naples to escape on a British ship. Here, too, the Queen lived in exile, and here Lady Hamilton gave the great ball for Nelson, when he returned victorious from the battle of the Nile. And here, on this night, we were witnessing a spectacle very like that other, historic night.

(Continued on page 102)



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Rolls-Royce will do this for you. You shall be chairman of its style committee—you shall be *couturière* of your own Rolls-Royce!

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With the sketches before you begins the thrilling work of creating *your* car. You choose this type of windshield, that type of upholstering. You blend colors until you get those rich, subtle shades that best suit *you;* and you study inlay designs until you find just the one you've pictured in your mind. *Your* Rolls-Royce takes shape on paper.

And shortly, thanks to the magic of Brewster craftsmanship, the car itself stands before your door . . . A car that is all Rolls-Royce in its velvety power, its floating speed and sinewy strength. But a car that is all yours in appearance—from the sweep of the fenders to the silken tassel of the window-shade. It is your dream car come to life! *Your Rolls-Royce!*

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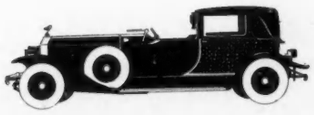

ROLLS-ROYCE

YOUR BEAUTY IS AT YOUR FINGERTIPS

Says Elizabeth Arden

YOU may have others to blame for losing at Contract, for marrying beneath you, or missing the last train from town, but if a trace of the wear and tear of present-day living shows on your face, you have only yourself to blame. In this enlightened age there is no excuse for tired eyes and sagging skin. Elizabeth Arden has put her secret of beauty at your fingertips.

The modern woman must be as lovely as her loveliest gown, therefore it is only logical that she should consider the preservation of her beauty a prime essential. She no more neglects her skin than her teeth, knowing as she does, that a few minutes of judicious care daily are a necessity, not a luxury.

The beauty routine sponsored by Elizabeth Arden becomes a joyous affair as you watch the sallowness and lines melt away in a glow of youth. In addition to her Muscle-Strapping and Skin-Toning, Miss Arden advises her new Ardena Firming Treatments. The remarkable Vienna Youth Mask, brought to this country by Miss Arden, has been most amazingly successful as a *natural* method of rejuvenation.

If you cannot conveniently come to the Salon for treatments, write for Miss Arden's booklet, "The Quest of the Beautiful," which tells you exactly how to care for your skin at home according to the method which Miss Arden has personally perfected and made famous throughout the world.

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©Elizabeth Arden, 1929.

AS SEEN BY HIM

(Continued from page 100)

It is a custom at Palermo balls to give the ladies bouquets of flowers just before supper is served, and so, on this occasion, the footmen in their scarlet liveries followed our host about the rooms with huge baskets of flowers, while he distributed bouquets of yellow marguerites, scarlet tulips, and sheafs of calla-lilies, until the women could no longer carry their loads of flowers. Then, at three o'clock in the morning, we went in to supper. The doors were thrown open onto a terrace, which had been covered over with a tent of crimson brocade, and the long tables were lit with tall candles in countless silver candelabra.

A MODERN BALL

The next night, the Baroness Lo Monaco gave a *mondaine* dance in the ballrooms at the Villa Igea, and this was great fun and such a contrast to the ball of the night before that we laughed to see ourselves again as we usually are. But the next night, we were all back in costumes for the Countess di Assaro's ball, at the Mazzarino Palace. This is one of the finest palaces in Palermo, and the only one, besides the famous Trabia Palace on the sea, which is kept up in the state of its original splendour. The period for this party was the Second Empire, so there were even more costumes brought out from the family treasure closets than at the Verdura's ball.

Two women, that night, were so brilliant and beautiful that they drew all eyes. We were breathless at their entrées, because they came surrounded by their courts of ladies, looking like people in the Winterhalter pictures. One was the Princess Caetani, one of the beauties of Rome, who impersonated the Empress Elizabeth, and the other was Madame Letellier, who came as the Empress Eugénie. The Princess Caetani's costume was of yellow-and-red changeable taffeta with masses of ruffles, and she wore a collection of jewelled orders on a broad scarlet ribbon across her breast. Hardly less beautiful were the ladies of her court, dressed in the bright colours of the period. Madame Letellier wore a white satin dress with deep white lace ruffles about the shoulders and around the bottom of the skirt, a jewelled tiara, and a vivid green ribbon, like a slash of colour, attached at the shoulder, again at the waist, and falling away over the voluminous skirt to the floor. Lady Wimborne wore a sapphire-blue tulle dress of the period, made by Worth, and a head-dress of cornflowers. Again, at this party, the men were gorgeously dressed.

Nowhere else, except in Rome, does one find rooms of such spacious proportions. The setting of the colossal ballroom in the Mazzarino Palace, with its candle-lit chandeliers, its splendid painted ceiling illuminated by rows of candles over the doors and windows, and impressive numbers of liveried footmen, so well suited the magnificently dressed company that it produced an effect of unbelievable grandeur.

On my return to Rome, I found the gaieties for the Prince still going on at fever heat. The Romans are so hospitable that I was engaged for all of the next five days, and so I had a real view of Roman society, which is different from that encountered anywhere else in the world. I do not know whether this distinction is due to the magnificence of the rooms in which one dines, to the succession of beautiful rooms through which one passes to reach one's hostess, to the air of dignity that is imposed by the setting, or to the fact that Roman society is less touched by the outside world than the modern-day society of London, Paris, or New York.

Rome, itself, is so splendid, so gay with flowers in the smiling spring sunshine, that one is prepared by day for the vision that greets one by night, when dining in any one of the splendid palaces. Rome bursts on one in a dramatic way at the very door of the station, where a great fountain plays and is indirectly illuminated by night. Rome is the city of modern lighting. It is there that Wendel introduced his modern lighting, first illuminating the garden of the Duchess di Sermoneta, outside of her apartment in the Orsini Palace. The illuminated ceilings in the endless rooms of the Princess Colonna's Palace also are his work.

The lighting is only one of the wonders of the Colonna Palace, which is, perhaps, the most splendid in the city. It is famous for its beautiful marble floors, some of which are copied in the Villa Madama, perched on the hills overlooking Rome, the Tiber flowing below its terraces. This villa, though it had many treasures in the way of decorations, was in a state of semi-ruin when it was restored by Count Frasso. The floors were lacking, and the new ones were copied from the finest documents available, which were in the Colonna Palace. Since the Villa Madama has been restored by the Frassos, it has become one of the sights of Europe.

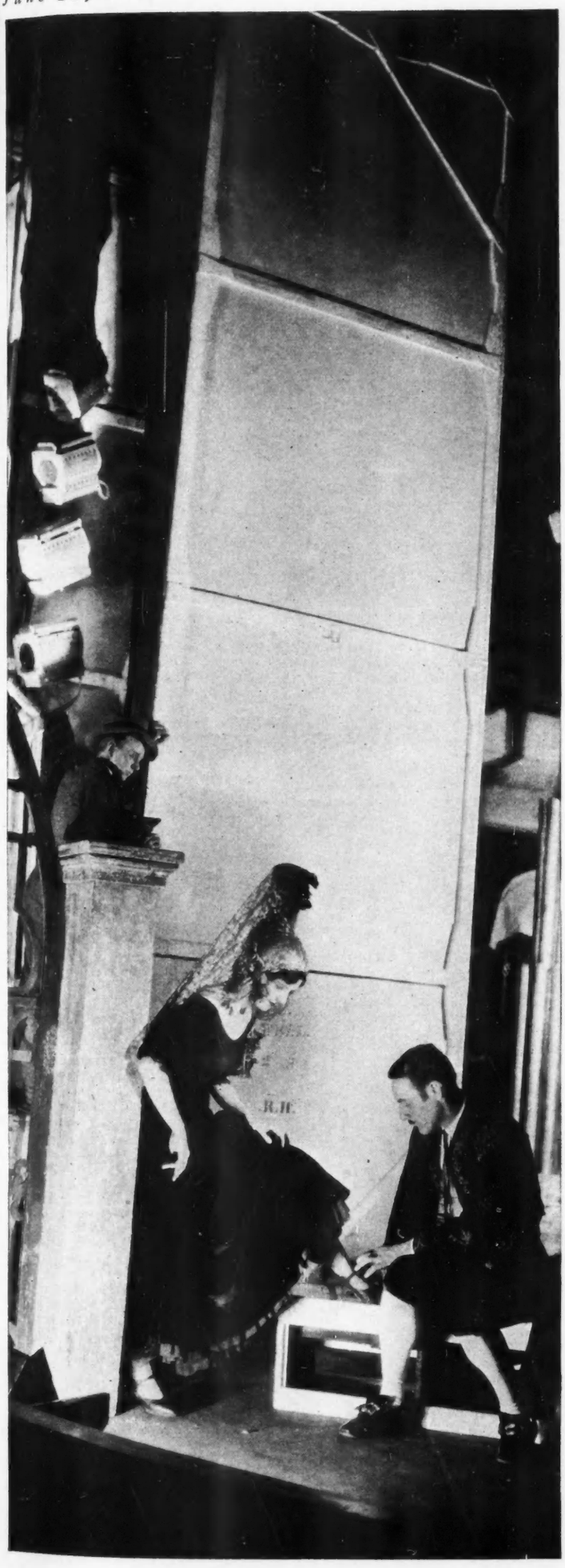
It is shrouded by all the mystery of a house of fate. It was built in the fifteenth century as the summer villa for one of the Medici popes, but it was never completed and, huge as it is now, is only a fragment of the original plan, which was intended to be even larger than the great Barberini Palace. As it was never completed, it was never lived in, and, through the centuries, it became a picturesque ruin, often painted by Hubert Robert. It remained in this state until recently, when these charming people restored it so beautifully that one hopes it will go on living forever. The entrance-hall takes your breath away. It is a hundred and fifty feet high, with a ceiling by Raphael, and looks out on to a terrace garden that ends in a vine-covered wall with a great iron gateway, guarded by two statues that are crumbling into ruins and cloaked with mantles of wistaria.

A DINNER TO REMEMBER

The first night I dined there, in a small company, the scene at table might have been taken from a fresco. The guests, seated about the red marble table, were reflected in the polished marble pavement. Five dogs, as still as carved figures, sat at respectful distance from the table, close to their favoured footmen, while a woolly black monkey jumped from shoulder to shoulder of the men servants and screamed for biscuits. Through the open window, jets of water trickled down over a gilded bronze tree growing out of a rock in a pool of water that, indirectly lit in the Roman manner, stood out against the dark forms of the cypress-trees in the background.

I have pleasant memories of all the places where I lunched and dined in Rome. One night, at the Marchesa Casati's, the guests were received in a drawing-room entirely hung in canary coloured brocade. The furniture was covered in the same colour, and the effect was that of walking into the sunlight. Dining at the British

(Continued on page 106)



Bravo, Toreador!

"Carmen" at the Metropolitan Opera House. Back-stage between acts, Escamilio, dauntless bull-fighter, arranges a golf game for the next morning, then retires to one of the sound-proof rooms where the great singers keep their voices limber for the act to come. Each room contains a piano. Each piano is a Knabe.

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Send 2 cent Stamp for Style Folder and Booklet "How to Swim the Crawl."

TALKIES

(Continued from page 55)

vital functions. There is not, and doubtless never will be, a substitute for the contact of two human beings. No matter how things improve, are arranged and manipulated, making love by telephone will not be the same as making love "in person." Each individual carries an aura. When two meet, something indefinable happens. That contact of auras—between the performer and the patron—takes place instantly and continuously in the theatre, never in the picture house.

As for: "The talkie can do what the theatre can only suggest. It can show everything, tell everything," that happens to be a liability instead of an asset. The man who omits nothing in telling a tale clutters the story and bores the listener. The dullest require stimulation for whatever imagination they possess, and the dullest possess some. When everything is said and done to the last detail, no stimulation results. However, the talkie need not fall into that abyss; it may select.

Language, race, status, station—they do not affect the silent picture; if its emotions are human, it can be readily comprehended by the people of both hemispheres, of every continent. Not so the talkie; speech for a dozen different reasons makes it special.

Charlie Chaplin is reported as saying anent the talkie: "They are spoiling the oldest art in the world—the art of pantomime. They are ruining the great beauty of silence. They are defeating the meaning of the screen, the appeal that has created the star system, the fan system, the vast popularity of the whole, the appeal of beauty.

"I am going to synchronize my next picture to music. That is something else again. Quite different and of inestimable importance. Music will tell its own story, for music, like pictures, is a universal language."

Recently, three talkies, unreeled in New York, were hailed by the critics as the "best yet." They serve our purposes here admirably: "Bulldog Drummond," because it is violent melodrama, "The Broadway Melody," sentimental comedy with much singing and dancing, and "The Letter" because its chief rôle is taken by a prominent theatrical star.

In all three, the sounds the actors make, except when speaking directly into the microphone, are as harsh and as unreal as they were in the first talkies. The noises do not seem to come from their mouths; in many cases, not even from their bodies; sometimes, the character from whom the words are supposed to issue might be any one on the screen at the time. Nearly all the women in "The Letter" speak alto; the lovers in "The Broadway Melody" address each other like efficient train announcers; most of the actors in "Bulldog Drummond" manage to make their voices utterly characterless. However, as we are frequently informed, "the talkie is still in its infancy," so placing the voice right doubtless will come in time.

"BULLDOG DRUMMOND"

"Bulldog Drummond" exploits a brand of hokum the stage abandoned quite a while ago, at least in its more blatant manifestations. Unabashed melodrama, its heroes are all white and unblemished, its villains black through and through, up and down. The vile vamp, the sadistic "doctor" who loves murder for its own sake, the big, handsome, ruthless, gloating thug whose one weakness is a passion for the vamp—they and their band of muscular mercenaries people the black side. Opposite them stand the virgin so pure she is transparent, the dauntless young clubman who wrenches her and her tortured uncle from the clutches of the wicked ones, the "silly ass Englishman," sillier than any of his stamp has been within recent memory, but white clear through. The wicked connive, torture, double-cross the upright, straightforward, virtuous ones triumph by simple honesty and incredible dauntlessness.

Ronald Colman performs the hero of heroes without embarrassment. His voice, low-pitched and resonant, registers unusually well. And he looks the part. Joan Bennett also looks her part and lives up to the ancient tradition that virtue must be colourless, naive to stupidity. Lilyan Tashman has the thin lips, the eyes that narrow, the blond beauty of all famous vamps; like them, she lacks completely any moral scruples. Claude Allister, offensive to the eye, the ear, and to sense, interrupts the action at the most exciting moments—the producers consider him comic relief.

Yet, in spite of its aged formula, its cheapness, its frazzled tricks and unashamed appropriation of tricks, its use of scenes and situations employed by others time and again—in spite of all that, "Bulldog Drummond" manages to be thrilling in the chase-and-torture passages, when the silly ass remains off the screen. But the principal point for our purposes here is that the thrilling parts, the only truly effective ones, are those in which speech is superfluous, the action being quite sufficient—indeed, speech slows up the action and scatters it.

"THE BROADWAY MELODY"

"The Broadway Melody" employs as hackneyed and as stupid a story. Sound is used to advantage in the punctuated murmurs and shouts of crowds and in the singing of songs; elsewhere, it fails to inform. And it destroys the sentimental scenes.

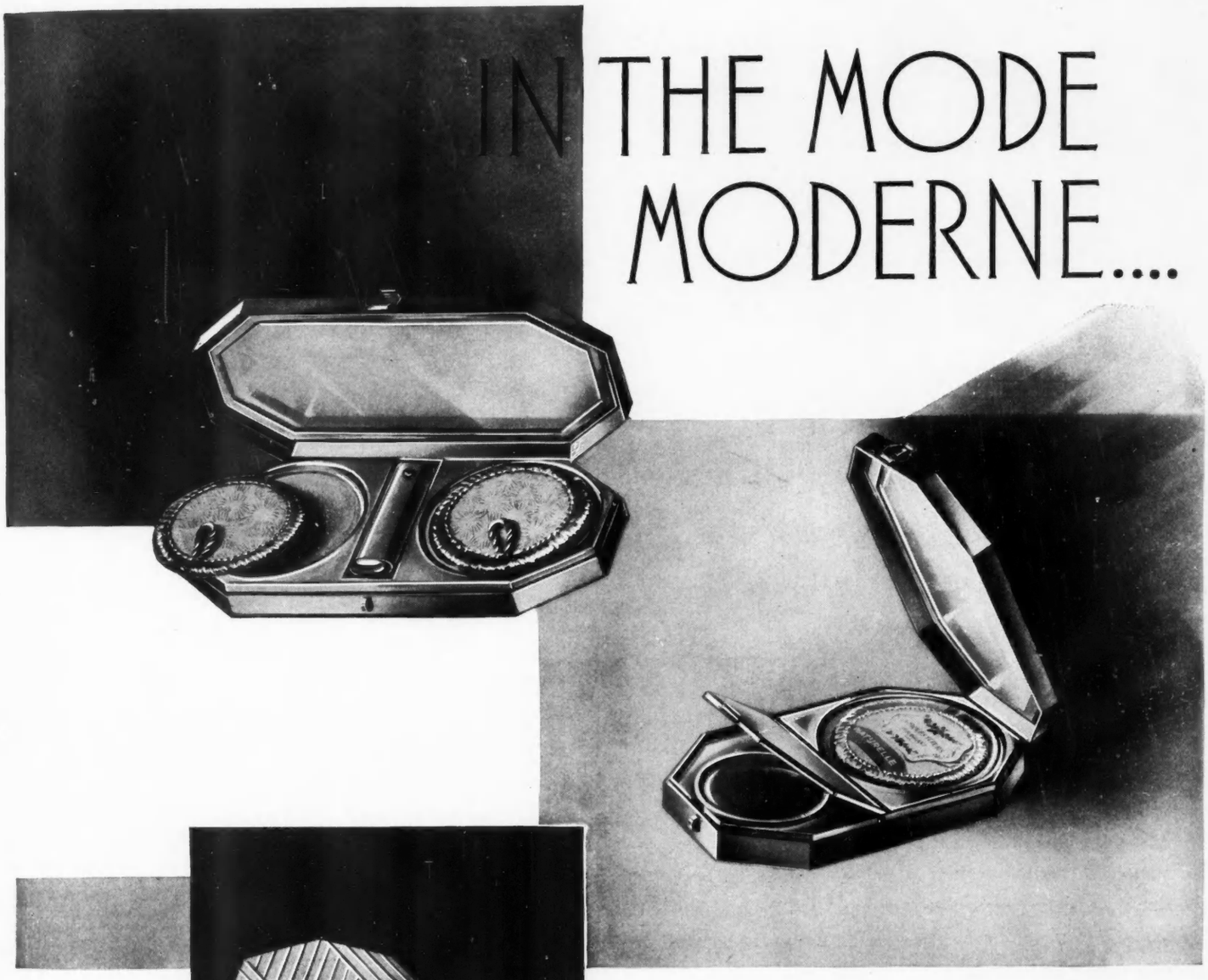
"THE LETTER"

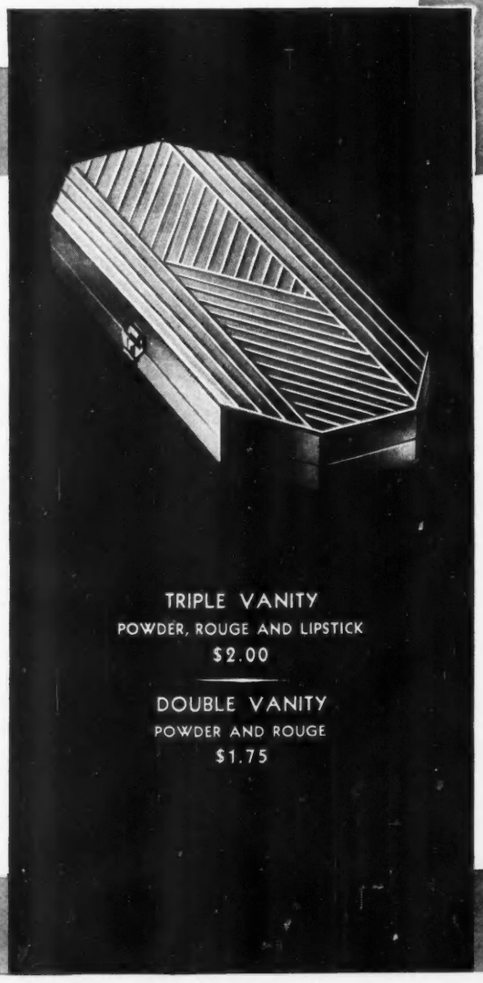
That holds, also, for "The Letter." When Jeanne Eagels stands in the witness-box and delivers a monologue, the picture registers. Her voice, fine on the stage, modulated, flexible, loses all that in the talkie.

The conclusions to be drawn from these three examples of the best audible pictures are these: that speech does well what the old subtitle used to do, that when very economical and staccato, it serves a useful purpose; for dialogue none whatsoever. The monologue, the song, the phrases where the speaker talks right into the microphone—, these the talkies register excellently. Also group sounds, incoherent chatter, motor noises, explosions, and the like. As a device, then, for enhancing certain kinds of effects in silent movies, it is most valuable, especially by introducing songs, characterizing exclamations, and by making the written explanation obsolete. But that is about all. It takes from the screen infinitely more than it bestows—abolishes its chief attractions, the quiet restfulness and the big gesture.

In the opinion of this commentator, the sound film, far from hurting the theatre, will be of immeasurable service to it. Because it must rely on rudimentary action, the talkie will specialize, become the ideal medium for violent melodrama and physical farce—those forms of drama in which the action, aided by a few phrases, fully explains itself, leaving to the stage comedy, tragedy, and what lies between.

IN THE MODE MODERNE....





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DOUBLE VANITY
POWDER AND ROUGE
$1.75

A new compact by Houbigant that is a superb exemplification of the moderne. In its sophisticated platinum toned case, it is more than merely beautiful. It is eminently practical, embodying a beveled mirror of a really usable size, with a disposition of contents that is conveniently ingenious.

HOUBIGANT
PARIS

Not even a thought of embarrassment

for "Mum" prevents all body odors

Care-free the girl who has selected Mum as the guardian of her personal daintiness. No matter how exhilarating the dance, nor how close the atmosphere of the gay crowd, she is serene in the knowledge that no subtle odor of perspiration can come to steal away her charm.

For she knows, as millions of girls and women know, that the one sure way of preventing the inevitable *odor* of perspiration, *without checking perspiration itself,* is to use Mum. Just a fingertip of Mum, the delicate deodorant cream, applied to the underarm—and perspiration odor is completely neutralized, *for all day and evening.*

And Mum is so antiseptic and soothing and so entirely harmless to both skin and clothing that for over 25 years doctors and trained nurses have recommended its use with the sanitary napkin. In this important use, fastidious women agree that nothing can take the place of Mum.

For complete self-assurance make Mum a regular part of the daily toilette. You will find Mum at all drug and department stores in 35c and 60c sizes.

MUM MFG. CO., Inc., 80 Varick St., N.Y.

"Mum" is the word!

AS SEEN BY HIM

(Continued from page 102)

Embassy the pavement of the vestibule was so thickly covered with pots of flame coloured lilies that it looked as though one were walking through a field of flowers with only a pathway on which to tread. In the drawing-room were masses of white iris.

At every hour of the day, Rome seems to be a different city. But if one looks out of the window, it is always Rome, and more than ever Rome when one goes to one of the great parties, like the one I attended at the Spanish Embassy, when the Ambassador received the Crown Prince of Italy.

This was a great occasion in Rome, as it was the first time the Prince had ever been to an Embassy. As the Spanish Embassy was in court mourning for the late Queen Mother, there was no dancing, but, instead, the great ballroom, was arranged for the showing of a film after dinner. The entire end of the room was banked with trees and flowers, and, behind the screen of greenery, the orchestra played and a Russian choir sang. The film was shown in an opening of the foliage, and, when the Prince was seated with Princess Christopher of Greece at his right, we all took our places.

After this, the company followed the Prince across the picture-gallery to the throne-room, where the King of Spain's chair is always turned to the wall when he is not there to occupy it. There were a buffet-table and a small table laid with silver plate, about which the Prince, other royalties, and two or three especially honoured guests were seated for supper, while the rest of us stood about taking refreshments. After a time, it became etiquette to sit, and chairs were brought for the ladies, who were joined by some of the men, the others standing behind them, leaving the centre of the floor clear for the Russian choir, which sang again.

"HIM"

WOMEN'S CAUSES AND EFFECTS

(Continued from page 71)

training, nor political power is necessary. The leadership of women has not been felt here.

Why not? Why, with a few isolated exceptions, have women so little significant effect on the life of our times?

With the opportunities for which they have struggled—rather belatedly—ready at hand, with careers so long denied them now available, with their cause won, why have they made so little imprint on life? Collectively, they influence nothing.

A few individuals occasionally enliven the scene. An Aimee Semple McPherson, with full confidence in her own vitality, shrewdness, and intuition and a controllable capacity for emotional hysteria, has built up a good business out of the will to believe that survives in even the most deluded of mortals. An Alice Foote MacDougall has made a name and money out of a national thirst for coffee. A Mabel Walker Willebrandt may earn a higher political position for women because of our thirst for alcohol and our natural aversion to interference—but it is questionable.

Texas Guinan is a gift.

The list could be continued. There could be a mere cataloguing of positions held by women, good work done by them, professions mastered by them, but it still would not answer the question—why have they had so little effect on the life of our times?

One type of woman thinks that merely holding a job is her personal solution to the prevailing restlessness. She does not have to earn her living; does not want to; does not intend to. But having a job confers a prestige of some sort very puzzling to define; she is determined to have a job, no matter at what cost to self or friends.

As she has no definite ambition in mind, nor a real necessity to spur her to the acceptance of any work that will pay her a small sum every week, she is very difficult to suit. No position pleases her for long. One woman who comes to mind was delighted to answer the telephone in a business office. At the end of the first day, she was in a frenzy of irritation because she could not hear the calls clearly without lifting the wads of hair from her ears each time she picked up the receiver. This annoyed her employer and disarranged her hair. So she wanted another job.

There is still the young woman who wants to go on the stage—who believes herself attractive enough to receive one hundred and fifty dollars a week, to begin with, for walking across the stage, and to be starred at a salary of seven hundred and fifty a week at the end of six months. She also thinks that the only reason she does not get it is because the manager, though recognizing her abilities as an actress, realized that she was "not that kind of a girl."

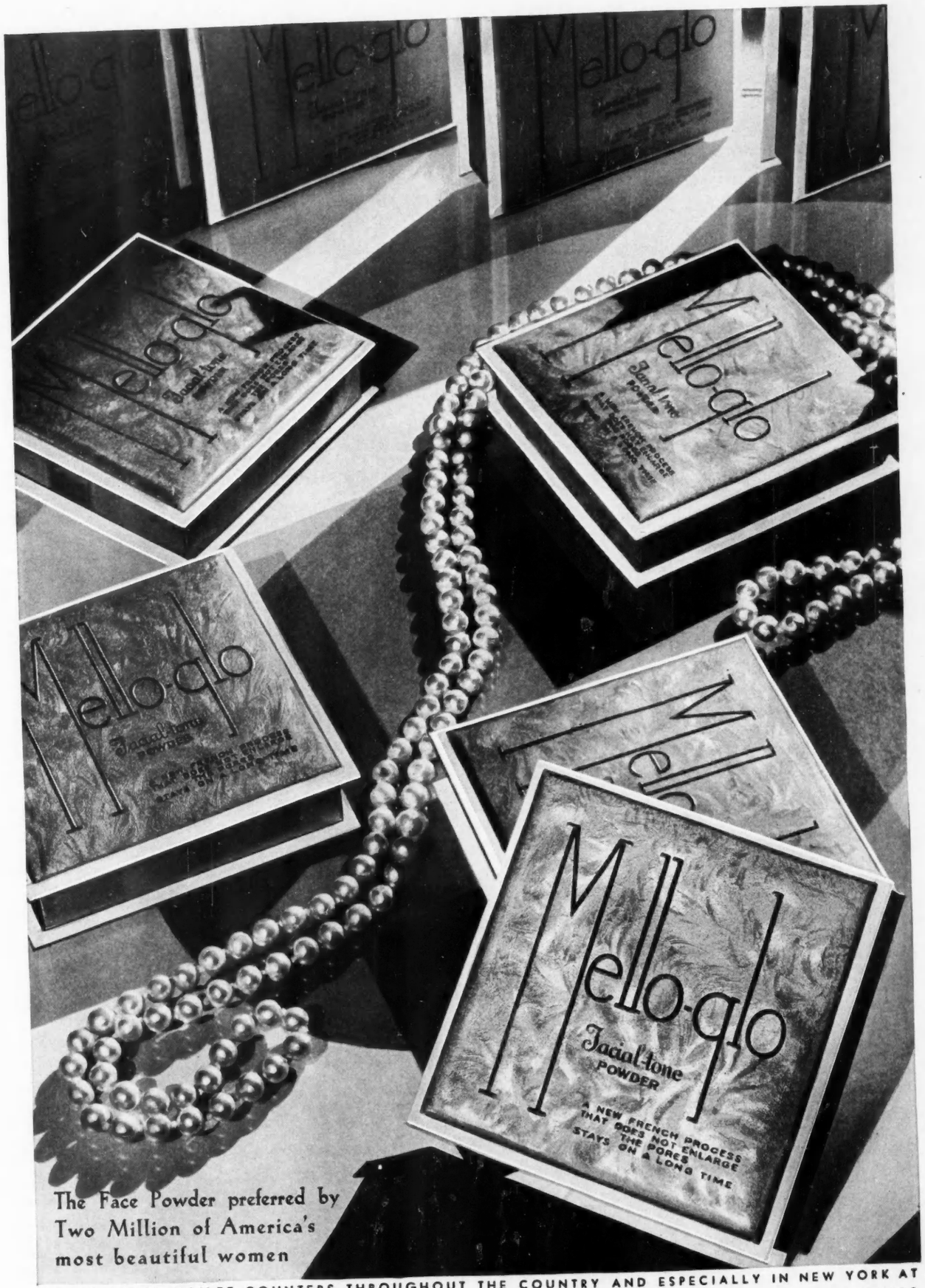
These are trivial aspects of a ponderable situation. Is woman's influence less to-day than before? Few countries in their recorded history have been moulded into greatness untouched by the influence of women, women who used with genius the capacities with which their sex endowed them and who were as effective in the directing of this influence as men in the wielding of their power. The only human beings we know of in the universe are men and women. They should function interdependently, but not without a difference. Both of them, together, have an equal chance at the only comparative freedom life offers, the freedom of necessity understood.

But what have women's greed for power and their acquisition of it contributed to our contemporary civilization? At a time when they may exercise an unprecedented choice of activity, when there is an epoch-marking, if not an epoch-making, communicability of peoples, how profoundly are they determining the course of American civilization?

Food, though plentiful, is probably the least nourishing in the world to-day. Drink, save for water, is poison. Houses are standardized units of retailed "good taste," with less relation to the life that is lived in them than power-houses, engines, and gas-tanks to the atomic energy they contain. Physical beauty is in the hands of the unlovely facial expert and at the beck and call of the advertiser. Health is negligible, though hygiene is rampant. Politics are the last repository of human folly, and laws are the burying-ground of shame. Manners are bereft of elegance. Nobility is rare. Entertainment is without gaiety. The understanding between the nations is impoverished by fear and jealousy. The education of the young is becoming more and more rational, less and less reasonable.

However, other children are being born. Humour and science have not yet perished. The hope that somewhere life can be lived more splendidly is ineradicable.

And women are busy. The effect of their cause may be felt.



The Face Powder preferred by Two Million of America's most beautiful women

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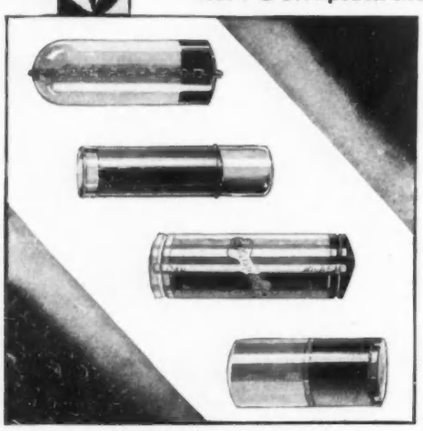
JEWELLED LIPSTICK CASES fashioned in the latest Parisian manner . . .

Paris decrees color . . . style . . . smartness . . . in its new lipstick cases, so fashionably interpreted by the new JEWELLED Kissproof Lipstick cases cut from gorgeous Catalin Stone.

Such sparkling colors! Jade greens . . . Sunset reds . . . Canary yellows . . . Enough fashionable colors to add an accent of beauty to EVERY ensemble.

Trig styles, too. And lipstick shades, shapes and sizes to satisfy every whim—each a genuine Kissproof—as permanent as the day is long.

Your favorite toilet goods counter will show you the complete assortment. You'll find a PERSONAL lipstick in the style, color, size, shape and shade that YOUR lipstick should be.



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Covered with genuine red LEATHER. Lipstick shades: light, medium, dark 75

KISSPROOF DAY AND NIGHT
In one end the perfect shade for daytime. In the other a more brilliant shade for evening 1.00

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Large size for those who prefer this type. Lipstick shades: light, medium, dark 50

The NEW Lipsticks by

KISSPROOF

CUT FROM GORGEOUS CATALIN STONE IN MYRIAD COLORS

T A H I T I

(Continued from page 65)

ignorant as I. It is drying cocoanuts or palm-olive soap in the raw.

Papeete was entrancing. After walking to the house Mr. Hall had taken for us, we felt that everything was too good to be true, and our house was the best of all. It was almost all veranda, with a garden beyond filled with banana-trees and *tiari-tahiti*, a sort of star-shaped gardenia, which gives the dominant note of fragrance, or, more rightly, is the foundation of all the other heavenly smells of the island.

TAHITIAN WOMEN

Our staff of two was awaiting us: A-ki, a tiny Chinaman, and Va-i-te, who, to my sorrow, had cut off her beautiful hair, as I afterwards discovered, in my honour. She spoke a little French and at once took the most proprietary interest in her three "patrons." Her great passion was clothes, and her admiration of my rather uninspiring collection was very touching. She loved my dresses so that I kept wanting to give them to her, but the fact that I weighed one hundred and five, and she weighed upwards of one hundred and fifty was a useful deterrent. It is a great pity that so few of the Tahitian women have good figures; rather, unfortunately, they are so fat you can not see if their architecture is good or bad. One girl I did see with a beautiful, light figure, but she kept herself fit.

I rather fancied myself as a climber until I undertook to go up one of the mountains with Mr. Hall, another delightful American, and the slim girl. We started up a little path that followed one of the many brooks. Soon, we struck off up the steep side of the mountain. There was no path, and a jungle of ferns about waist-high held you with relentless hands. I was exhausted after a few hundred yards, and both men were working hard, but not so the lovely girl, who seemed to float up like a puff of smoke. But it was quite worth the struggle. Never have I seen a more wonderful view. I lay in the ferns, panting, but ecstatic, and looked from the boundless Pacific to the lovely girl whose eyes were mocking and whose breathing had not perceptibly quickened since we left the valley.

One morning, we were awakened by the heavy roar of rain on our iron roof. Outside in our garden, there was a great swish of water. Instantly, my mind was jerked back to the play "Rain," and I felt I had never before appreciated what a masterful piece of staging it was. The downpour continued without pause all morning, and, about one o'clock, the wind started. It began with a rush just as the rain had done. Nothing seems to come gradually in the tropics. After luncheon, we went out with our host to a part of the island that has no protecting reef. The sight was terrifying and majestic—great walls of water hurling themselves against the rocks. There was something so awful about it that we were subdued, and our thoughts turned to a tiny schooner we had seen set out the day before. I asked Mr. Hall what its chances were, and he looked very grave.

THE STORM

Suddenly he said, "My goodness, the boat's in the harbour." We at once started for Papeete, and there we came upon the most heartrending sight. I think I have said the harbour was crescent-shaped, with a stone wall to which the little schooners were tied. The wind, now almost a hurricane, was battering the boats against the wall. Two already had great gashes in their sides, and the whole population was working with a swiftness and an energy that were a revelation to us who had known them only as the personification of drowsy indolence. The only possible chance to save the schooners was to get them away from the wall. The workers tried to launch a rowboat, but nothing could live in that boiling fury of water. It was then that we were privileged to see a daring and gallant feat of courage. One large steamer was anchored in comparative safety about two hundred yards away from shore. If a rope could be got to the small schooner, she might be pulled away from the wall out towards the larger ship. The little boat they were now battling to save belonged to a young Englishman who had put all his savings into her. She was to start on the morrow for her maiden trip and looked very pretty in her new paint.

THE SUPREME GESTURE

It seemed to me that in that fury of beating rain and shouting confusion, only the Englishman was quiet and composed. The saving of his boat meant everything to him—all his worldly possession—, and, somehow, you sensed his hopes and dreams. Yet, as I stood beside him in mute sympathy, I heard him give his orders in a quiet voice that was understood and obeyed. It was then that a superb young native volunteered to swim to the steamer with a rope. He was well over six feet and made an unforgettable picture as he stood on the sea-wall with the background of angry waters and black sky streaked with occasional flashes of lightning. He had about him that sort of exhilaration that danger often gives to those whose heart is in the right place. For a second, he turned and smiled at the Englishman. It was a very revealing smile, and one felt beneath it the years of friendship and admiration. Then he plunged in, and a long moan went up from the crowd. We held our breath. At last, his head reappeared, and he started his terrible fight, which he won by a narrow margin, saving the schooner.

SUNSHINE AGAIN

The storm continued until late that night. Then, as suddenly as it had started, it stopped, as though some great hand had plucked the wind from the sky. Next day, all was again smiling sereneness, and, as I lay under a palm-tree looking at the quiet radiance of the sea, I wondered if it was because we led such artificial lives that yesterday's tragedy seemed almost less real to me than the hurricane scene in "Porgy". This was the only bad storm the island had had in four years, and, after that, the days slipped by in changing, but endless beauty. We swam and read, and one of us worked hard at water-colours, but always we talked and talked with delightful people and always of ideas, never of things.

I am not a scribe, as any one who has valiantly persisted this far will have discovered, but, if any glimpse of the charm of these islands has filtered through to my readers and they want to know more about those tiny morsels of land scattered so sparingly over the vast Pacific, let them read Robert Keable's *Numerous Treasure* and James Norman Hall's *Mid-Pacific*, *Under the South*, and *On the Stream of Travel*.

This Sachet is the Secret!

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Today, every woman may have beautifully wavy hair in either the deep-set English style or the wide, rolling *ondulations Parisienne*. And every woman should know the invention that made this possible—The Eugene Sachet.

This ingenious device is the secret of gentle, natural permanent waves. Its patented perforated steam-tab gives precise control of the steam, adapting itself to every type and condition of hair—and making it possible to wave the new growth of straight hair as often as necessary—without rewaving the old wave!

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Pay the price for expert skill and be sure your permanent waver uses *genuine* Eugène Sachets—26 to 40 of them for each wave or re-wave. Look for the Eugène trade-mark symbol boldly stamped on each Sachet.

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PERMANENT WAVES

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Of Course, a Honeymoon *is a Honeymoon* - - - -

***even if you go in a* PAPER SACK!**

BUT IT'S so much nicer to own a swagger-looking sporty Hartmann wardrobe trunk. It adds so *much* to the trip. You can tell a Hartmann at a glance. It's as smart as a racy roadster—as right as a Paris hat—a thoroughbred you're proud to own and be seen with. Marvelously convenient, easy to travel with, holds everything you'll ever need without crowding, and it will last practically *forever.*

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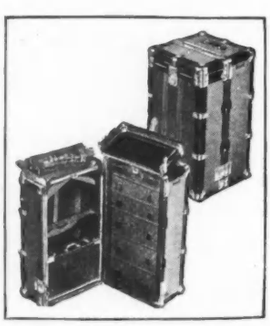


The Hartmann Family offers distinctive luggage in matched groups in 50 sizes and models. Priced $27.50 to $225

HARTMANN

Trunks

Hartmann Trunk Co., Racine, Wis.

THE SMARTEST WAY TO TRAVEL

ENTER AND EXIT THE GUEST

(Continued from page 56)

the journey, lose the suitcase that is essential to your existence and then cause endless trouble in its search.

The very grand house demands a good deal of its guests. It is best, even for a week-end, to take two large bags, putting in one the things you *know* you will need and in another garments for those occasions that may arrive—riding-clothes, a correct outfit for racing meets, a flannel reefer and rubber-heeled shoes, in case your hosts have a yacht in commission. Then, of course, you'll need one or two evening dresses, your onlooker sports clothes, as well as your active ones, and a topcoat for general wear. You'll find a tea-gown or a pyjama suit for informal dining a very useful and very smart thing to have, since all the smart world is wearing them for such occasions in the country. A dressing-case fitted with tortoise-shell, ivory, or gold pleasantly impresses the most supercilious of ladies' maids, but, personally, I have found mine heavy in an emergency and crowded with bottles I never use, while my shabby brushes, a comb, and celluloid-backed mirror seem to fill all needs in conjunction with the small enamelled beauty box made by every good skin specialist.

The rich household provides a maid to unpack your belongings, press your chiffon frocks, and lay out all your things for dinner. Therefore, it is better to pack them fairly decently before leaving home, so that the haughty eye of a retainer may not be cast upon a disarray of garments rolled in a bundle at the bottom of the bag.

General rules for the big house are: punctuality, correct clothes for the occasion, willingness to adapt yourself to the complex plans of the hostess, and an ability to indulge in most of the better-known sports or games. On leaving the house, the butler must be tipped at least five dollars; the maid, if she has given you personal service, such as helping you dress for late dinner, mending or pressing your clothes, and supplying you with any little necessity that you have carelessly forgotten, must have another five, and, if the chauffeur has driven you alone on any personal calls or errands, he should be given two or three dollars, as well.

The long week-end in the big house may cost you as much as a short stay at a smart hotel. Don't forget to pay your bridge debts before leaving, and don't forget to write a bread-and-butter letter within the following week.

THE SMALL HOUSE

The very small house presents an entirely different list of problems. It may easily amuse you more to visit a poor and enchanting young couple. Probably, they are either intimate friends or rapturous new discoveries of sympathetic trend. However, certain things remain the same. Arrive when you are expected, go before they want you to leave, take along appropriate clothes, and show a willingness to join in any plan of amusement. Be a little sunshine at breakfast—and be useful, too. Burned toast in the morning has given many a harried hostess a nervous breakdown before dinner. Never take frocks which will outshine those of your young hostess. Never ask the maid (there may easily be only one, nowadays) to press your chiffon dinner-dress; possibly, she is needed down-stairs to prepare canapés or lay the table. Don't forget a few inexpensive toys, if there are children in the household. An exhausted young mother almost weeps with joy at the sight of a new distraction for her obstreperous offspring. If the local golf course seems to you ludicrously unsporting and haunted by indignant cows, try to behave as if you found it just as interesting as Saint Andrews. Better play their favourite game badly than to refuse to join in, when your presence is urgently needed. And don't forget bathroom etiquette in the small house. All the smart department stores and most of the specialty shops now carry rubberized moire bags with shell or self-covered frames, in which every known toilet requisite can be safely stowed away. You can keep this bag in your room and only descend upon the bathroom when it is convenient for the entire ménage, bearing the magic sack, in which cleanliness and beauty, if not godliness, are served. Paper tissue face cleansers save a great many hand-towels in a home where everything is limited. Even in the rich household, these are a good idea, but they are almost a necessity in any other place. Although the formal bread-and-butter letter seems out of place after a visit of this kind, an amusing personal note still appears to me a safe rule. Best of all, follow up your visit with charming flowers to the hostess and even a bottle of extravagant scent, which she would not permit herself to buy. Be as smooth and adaptable as an india-rubber man while you are there, and express more pleasure afterwards than you would if Royalty had entertained you.

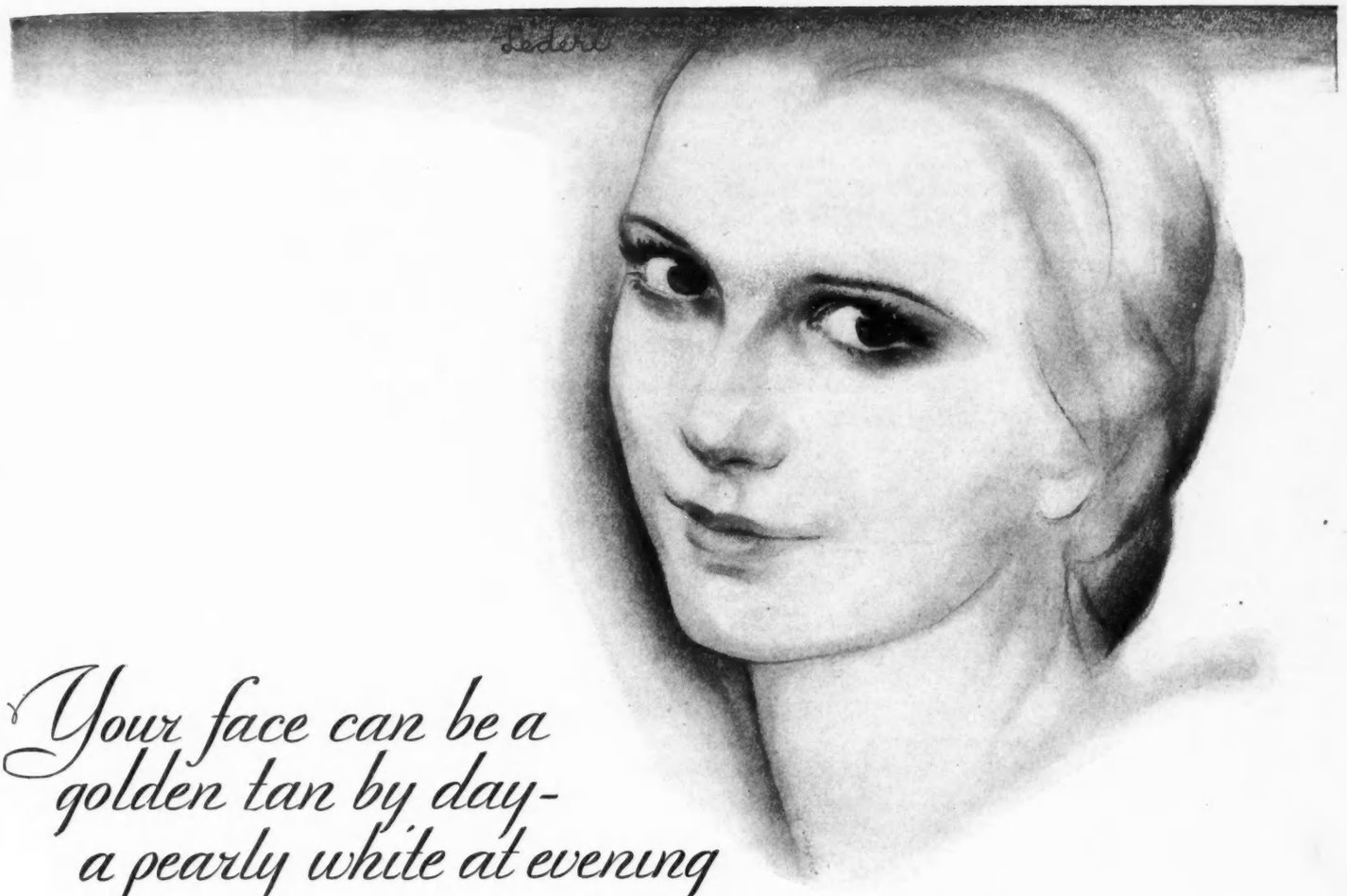
THE ENGLISH HOUSE

The English house seems to combine many features of both American visits. For, although it is as large and as grand as our American great house, it will probably contain no more bathrooms than the very small cottage you stayed in on Long Island.

The car will meet you, and the butler, king of the household, will greet you on the steps. He will give you one disapproving glare if you bring heavy brass-bound American wardrobe trunks, for probably the luggage is entirely handled by housemaids. Light European boxes or large suitcases will hold everything needed, even for a long visit. Very probably, the hostess will not be there, but, at tea-time, after you have changed your travelling clothes to lighter garments, every one will foregather in the drawing-room or on the terrace. Unless it is a shooting party in Scotland or a hunting house-party in winter, when strictly correct and conventional outfits are expected of you, a safe rule in England is to bring inconspicuous sports clothes for the day and plain, but décolleté evening frocks for night. A tea-gown and an evening jacket are good ideas for tea-time wear in historic, but chilly English country houses. Pyjamas in England are worn only in the bedroom or by the very modern young set for dinner. Tennis or that archaic, but still popular pastime, croquet, is almost sure to be offered, but a polo coat after the game is comforting in this climate. Don't be too exaggeratedly chic for a week-end in an English country house. You will feel silly in clothes suitable in New York or Paris. English houses are a rule to themselves.

Tips are very much the same as in America. For a long week-end, apportion at least a pound to the butler and to the maid who takes the place of the lady's maid you are really expected to bring with you, and ten shillings to the chauffeur, if you have

(Continued on page 124)



Your face can be a golden tan by day- a pearly white at evening says Kathleen Mary Quinlan

COUNTLESS women visit Kathleen Mary Quinlan at her New York Salon to learn about her Sun-Tan make-up. "What is Gitano Tan?" they ask. "How shall I apply it skillfully and how remove it?" "What are its effects upon the skin?" In Gitano Tan, Kathleen Mary Quinlan has developed a Sun-Tan make-up that is actually beneficial to the skin—that imparts a deep, rich golden Sun-Tan—that is waterproof—that protects the skin from wind and sun. Gitano Tan is easily applied. Squeeze out a pad of cotton in cold water; saturate it with Gitano Tan and spread it evenly on the face, neck, back, arms and legs. Gitano Tan make-up—so popular for daytime and sportswear—is easily removed with Cleansing Oil, leaving the skin beneath soft, white and radiant for evening.

For older women—and young girls who desire a make-up more subdued—Miss Quinlan recommends Sunburn Skin Lotion and Mist of Dawn Beauty Cream in a new soft, flattering shade of Tan. There is Sunburn Powder, too, in your favorite shade and texture. Leading stores carry Kathleen Mary Quinlan preparations. A little booklet, "Lest Beauty Pass You By" will tell you more about them.

Quinlan Cleansing Oil — Made of fine penetrating oils. Removes Gitano Tan make-up, $1.00, $2.00, $3.50 a pot.

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Gitano Tan Mist of Dawn Face Powder—$1.50. Gitano Tan Poudre des Perles—$3.50.

Skin Lotion (Sunburn) — Use with Sunburn powders to give the skin a soft, flattering coat of tan. Also in cream, flesh and tan. $1.50, $2,75 a bottle.

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Sunburn Poudre des Perles—Blonde or Brunette—$3.50.

Kathleen Mary Quinlan

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In Ordering, state the full pattern number of the pattern you select When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

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G. Fox & Company
MERIDEN
The Ives, Upham & Rand Co.
MIDDLETOWN
The James H. Bunce Co.
NEW BRITAIN
Davidson & Leventhal

CONNECTICUT *(Cont.)*

NEW HAVEN
The Chas. Monson Co.
NEW LONDON
The James Hislop Co.
STAMFORD
The C. O. Miller Co.
WATERBURY
The Miller & Peck Company

DELAWARE

WILMINGTON
Crosby & Hill Co.

DISTRICT OF COLUMBIA

WASHINGTON
Woodward & Lothrop,
Lansburgh & Bro.,
The S. Kann Sons Co.
The Hecht Co.

FLORIDA

JACKSONVILLE
Cohen Bros.
MIAMI
Dugald C. Hill, Inc.,
Burdine's, Inc.
ORLANDO
Dickson-Ives Co.
PENSACOLA
La Mode
TAMPA
Maas Brothers,
O. Falk's Department Store
WEST PALM BEACH
Hatch's, Inc.

GEORGIA

ALBANY
R. L. Jones Co.
ATLANTA
Chamberlin-Johnson-Du Bose Co.,
Davison-Paxon Company
AUGUSTA
J. B. White & Co.
COLUMBUS
J. A. Kirver Co.
MACON
The Union Dry Goods Co.
SAVANNAH
Morrison-Sullivan Dry Goods Co.

IDAHO

BOISE
The Falk Merc. Co.

ILLINOIS

BLOOMINGTON
Mayer Livingston & Co.
CHAMPAIGN
G. C. Willis
CHICAGO
Carson Pirie Scott and Co.,
Chas. A. Stevens & Bros.,
Madigan Bros., Madison & Crawford Sts.,
Zax Brothers, 1325 E. 63rd Street
DANVILLE
Straus & Louis Company
DECATUR
William Gushard Company
ELGIN
Ackemann Bros.
EVANSTON
Lord's Fountain Square
FREEPORT
F. A. Read Co.
JOLIET
L. F. Beach Co.
KANKAKEE
The Chicago Store
OTTAWA
L. M. Lucey & Co.
PEORIA
Block & Kuhl Co.
ROCKFORD
D. J. Stewart & Co.
SPRINGFIELD
The John Bressmer Co.
WAUKEGAN
The Globe Department Store

INDIANA

EVANSVILLE
The S. G. Evans D. G. Co.
INDIANAPOLIS
L. S. Ayres & Co.,
H. P. Wasson and Company
SOUTH BEND
The Ellsworth Store
TERRE HAUTE
The Root Dry Goods Co.

IOWA

AMES
The Tilden Store Company
DAVENPORT
Petersen-Harned-Von Maur
DES MOINES
Younker Brothers &
Harris-Emerys
SIOUX CITY
Pelletier's

KANSAS

HUTCHINSON
The Pegues-Wright Co.
LAWRENCE
Innes-Hackman & Co.
TOPEKA
The Crosby Brothers Company
WICHITA
The Geo. Innes Co.

KENTUCKY

FRANKFORT
W. S. Farmer & Son
LEXINGTON
Wolf-Wile Co.
LOUISVILLE
Abe C. Levi Co.
PADUCAH
The E. Guthrie Co.

LOUISIANA

BATON ROUGE
Rosenfield D. G.
LAKE CHARLES
The Muller Co., Ltd.
MONROE
Masur Bros.
NEW ORLEANS
D. H. Holmes Co., Limited
SHREVEPORT
Baird Co., Ltd., Texas St.

MAINE

PORTLAND
Eastman Bros. & Bancroft

MARYLAND

BALTIMORE
Hutzler Brothers Co.,
O'Neill & Company, Inc.,
Stewart & Co.,
Hochschild, Kohn & Co.
FREDERICK
C. Thomas Kemp
HAGERSTOWN
Leiter Brothers

MASSACHUSETTS

ATTLEBORO
Fine's
BOSTON
R. H. Stearns Company,
Jordan Marsh Company,
R. H. White Company,
C. F. Hovey Company
FALL RIVER
R. A. McWhirr Co.
FRAMINGHAM
Peter Lynch
LOWELL
The Bon Marché D. G. Co.
SALEM
William G. Webber Co.
SPRINGFIELD
Forbes & Wallace, Inc.,
Meekins, Packard & Wheat, Inc.
WORCESTER
Slocum's Silk Store,
Denholm & McKay Co.

MICHIGAN

ANN ARBOR
Wm. Goodyear & Co.
BATTLE CREEK
L. W. Robinson Co.
DETROIT
The J. L. Hudson Company
FLINT
Warrick Brothers, Inc.
GRAND RAPIDS
Wurzburg Dry Goods Co.,
Herpolsheimer Co.
KALAMAZOO
Gilmore Bros.
LANSING
J. W. Knapp Co.
SAGINAW
Wm. C. Wiechmann Co.

MINNESOTA

DULUTH
Silberstein & Bondy Co.
FERGUS FALLS
The Golden Rule
MINNEAPOLIS
The Dayton Company
ST. PAUL
Schunemans & Mannheimers
WINONA
H. Choate & Co.

MISSISSIPPI

BILOXI
W. V. Joyce Co.
JACKSON
R. E. Kennington Co.
LAUREL
R. C. Gaddis Company

MISSOURI

JOPLIN
Ramsay Dry Goods Co.
KANSAS CITY
John Taylor Dry Goods Co.
SEDALIA
C. W. Flower Dry Goods Co.
SPRINGFIELD
The Heer Stores Co.
ST. JOSEPH
The Townsend, Wyatt & Wall Dry Goods Company
ST. LOUIS
Stix, Baer & Fuller Dry Goods Company,
Scruggs-Vandervoort-Barney Dry Goods Co.,
Famous & Barr Co.

MONTANA

BILLINGS
The D. J. Cole Co.
GREAT FALLS
The Paris Dry Goods Co.
HAVRE
F. A. Buttrey Company
HELENA
The New York Dry Goods Co.
MISSOULA
Missoula Mercantile Co.

NEBRASKA

HASTINGS
Stein Bros. Co.
LINCOLN
Miller & Paine
OMAHA
Thompson, Belden & Company,
Thomas Kilpatrick & Co.

NEVADA

RENO
Gray, Reid, Wright Co.

NEW HAMPSHIRE

MANCHESTER
Folsom's inc.

NEW JERSEY

ASBURY PARK
Steinbach Company
ATLANTIC CITY
M. E. Blatt Co., The Department Store of Atlantic City
BOONTON
Zucker & Co., Inc.
EAST ORANGE
R. H. Muir, Inc.
ELIZABETH
Wolper's
MONTCLAIR
Louis Harris
MORRISTOWN
Floyd T. Woodhull, Inc.
NEWARK
L. Bamberger & Co.,
Kresge Department Store,
Hahne & Co.
NEW BRUNSWICK
P. J. Young Dry Goods Co.
PATERSON
Meyer Brothers
PLAINFIELD
Tepper Bros.
RUTHERFORD
William F. Telschow
SUMMIT
McClay's, Springfield Ave.
TRENTON
Swern & Company
H. M. Voorhees & Bro.,
121-135 East State St.
UNION CITY
Holthausen

NEW YORK

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John Wanamaker,
R. H. Macy & Co., Inc.,
Jas. McCutcheon Co.,
James McCreery & Co.,
Arnold Constable & Co., Inc.,
Stern Brothers,
Bloomingdale Bros., Inc.,
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Sidney Eisnitz,
432 Amsterdam Ave.
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BINGHAMTON
Sisson Bros.-Welden Co.
BROOKLYN
Abraham & Straus,
Frederick Loeser & Co.
BUFFALO
Flint & Kent,
Adam, Meldrum & Anderson Co.,
J. N. Adam & Co.,
The Wm. Hengerer
DUNKIRK
T. W. Sidey Estate
ELMIRA
S. F. Iszard Co.
FLUSHING
Abramson's, Main St.
GLENS FALLS
Boston Store Co.
HEMPSTEAD
The Franklin Shop, Inc.
ITHACA
Rothschild Bros.
JAMESTOWN
The Silk & Specialty Shop
KINGSTON
Rose & Gorman
MIDDLETOWN
Tompkins Dry Goods Co.
MOUNT VERNON
Best Silk Shops Ltd.
NEWBURGH
Wm. T. Brown & Son
NEW ROCHELLE
Ware's
NIAGARA FALLS
Vanity Fair Hat Shoppe
NYACK
Harrison & Dalley, Inc., Main St.
OLEAN
Bradner's
POUGHKEEPSIE
Luckey, Platt & Co.
ROCHESTER
McCurdy & Company, Inc.,
Sibley, Lindsay & Curr Co.
RYE
H. D. Halahan
SCHENECTADY
H. S. Barney Co.
SYRACUSE
Dey Brothers & Company
TROY
G. V. S. Quackenbush & Co.
UTICA
The Fitzgerald Silk Shop, Inc.
WATERTOWN
Smith & Percy, Inc.
WHITE PLAINS
Ackerman & Cantor, Inc.

NORTH CAROLINA

ASHEVILLE
Bon Marché, Inc.
CHARLOTTE
J. B. Ivey & Company
DURHAM
Rawls-Knight Co.
GREENSBORO
Ellis, Stone & Co.
RALEIGH
Boylan Pearce Co.

NORTH CAROLINA *(Cont.)*

WILMINGTON
Belk-Williams Co.
WINSTON-SALEM
Davis-McCollum Co.

NORTH DAKOTA

GRAND FORKS
R. B. Griffith Co.

OHIO

AKRON
The A. Polsky Co.,
The M. O'Neil Company
CINCINNATI
H. & S. Pogue Company
CLEVELAND
The Halle Bros. Co.,
The Higbee Company,
The Wm. Taylor Son & Co.
COLUMBUS
The F. & R. Lazarus & Co.,
The Dunn Taft Co.,
The John M. Caren Co.
DAYTON
The Rike-Kumler Company,
The Elder & Johnston Co.
LANCASTER
Chas. P. Wiseman & Co.
LIMA
R. T. Gregg & Co.
MANSFIELD
The R. B. Maxwell Co.
NEWARK
John J. Carroll
PORTSMOUTH
The Marting Bros. Co.
TOLEDO
The Lasalle & Koch Co.,
The Lamson Brothers Co.
YOUNGSTOWN
The G. M. McKelvey Co.,
The Strouss-Hirshberg Co.

OKLAHOMA

GUTHRIE
The Lintz Dry Goods Co.
NORMAN
The S. K. McCall Company
OKLAHOMA CITY
The Kerr Dry Goods Co.
OKMULGEE
Ramsay Fulford Dry Goods Co.
TULSA
The Brown-Dunkin Dry Goods Co.,
The Vandever Dry Goods Co., Inc.

OREGON

EUGENE
McMorran & Washburne
PORTLAND
Lipman, Wolfe & Co.,
Meier & Frank Co.
SALEM
The Miller Mercantile Co.

PENNSYLVANIA

ALTOONA
The Wm. F. Gable Co.
ALLENTOWN
Hess Brothers
BETHLEHEM
The Bush & Bull Corp.
BUTLER
A. Troutman's Sons Co., Inc.
ERIE
Trask, Prescott & Richardson Co.
HARRISBURG
Pomeroy's, Inc.
LANCASTER
Hager & Bro.
PHILADELPHIA
John Wanamaker,
Strawbridge & Clothier,
Gimbel Brothers
PITTSBURGH
Joseph Horne Co.,
Kaufmann's,
Boggs & Buhl
READING
Pomeroy's, Inc.
SCRANTON
Scranton Dry Goods Co.
SHARON
The Sharon Store
STROUDSBURG
A. B. Wyckoff
WARREN
Metzger-Wright Co.
WASHINGTON
Fred S. Marshall
WILKES-BARRE
The Isaac Long Store
WILLIAMSPORT
L. L. Stearns & Sons
YORK
Charles H. Bear & Company

RHODE ISLAND

PROVIDENCE
Gladding's Inc.,
The Shepard Stores

SOUTH CAROLINA

CHARLESTON
The Kerrison Dry Goods Co.
COLUMBIA
J. L. Mimnaugh & Co.
FLORENCE
L. E. Waters
GREENVILLE
Meyers-Arnold Co.

SOUTH DAKOTA

ABERDEEN
The Olwin Angell Co.

TENNESSEE

BRISTOL
King-Cochrane Company
KNOXVILLE
S. H. George & Sons
MEMPHIS
The John Gerber Co.
NASHVILLE
Cain-Sloan Co.,
Lebeck Bros., 514 Church St.,
Loveman, Berger & Teitlebaum

TEXAS

AMARILLO
White & Kirk, Inc.
AUSTIN
T. H. Williams & Co.
BEAUMONT
The Rosenthal Dry Goods Co.
DALAS
Titche-Goettinger Co.
EL PASO
Popular Dry Goods Co.
FORT WORTH
Sanger Bros.,
Monnig's
HOUSTON
Foley Brothers Dry Goods Co.,
Levy Bros. Dry Goods Co.
PORT ARTHUR
Deutser D. G. Co.
SAN ANTONIO
The Wolff & Marx Company,
Joske Bros. Co.
WACO
The Goldstein-Migel Co.

UTAH

SALT LAKE CITY
Keith-O'Brien Company,
Walker's

VERMONT

BURLINGTON
F. D. Abernethy, Inc.

VIRGINIA

DANVILLE
L. Herman
LYNCHBURG
D. Moses & Co., Inc.,
Guggenheimer's Inc.
NEWPORT NEWS
Sol Nachman's Department Store
NORFOLK
Smith & Welton, Inc.
PETERSBURG
A. Rosenstock & Co., Inc.
RICHMOND
Thalhimer Bros., Inc.,
Miller & Rhoads, Inc.
ROANOKE
B. H. Heironimus Co., Inc.
STAUNTON
Charles Holt, Inc.

WASHINGTON

BELLINGHAM
J. B. Wahl Store
SEATTLE
The MacDougall & Southwick Co.,
Frederick & Nelson
SPOKANE
Whitehouse Co.,
The Crescent
TACOMA
Rhodes Brothers
WALLA-WALLA
A. M. Jensen Co.
YAKIMA
Barnes-Woodin Co.

WEST VIRGINIA

CHARLESTON
Coyle & Richardson
CLARKSBURG
The Parsons-Souders Co.
HUNTINGTON
Anderson-Newcomb Co.
PARKERSBURG
The Surprise Store
WHEELING
Stone & Thomas

WISCONSIN

APPLETON
The Pettibone-Peabody Co.
JANESVILLE
J. M. Bostwick & Sons
KENOSHA
The Barden Store Co.
MADISON
Harry S. Manchester, Inc.
MILWAUKEE
Bertha Ehlers,
379 Milwaukee St.,
T. A. Chapman Co., 125 E. Wisconsin Ave.
RACINE
Zahn Dry Goods Co.

WYOMING

CASPER
Kassis Dry Goods Company
SHERIDAN
Stevens, Fryberger & Co.

PHILIPPINE ISLANDS

MANILA
Evans Applied Art Store,
Box 1386

PORTO RICO

SAN JUAN
P. Giusti & Co., Inc.,
Calle Allen 27

CUBA

HABANA
Victor Campa Y Ca., S en C.

CANADA

ALBERTA

CALGARY
Hudson's Bay Company
EDMONTON
Hudson's Bay Company

BRITISH COLUMBIA

VANCOUVER
Hudson's Bay Company
VICTORIA
Hudson's Bay Company

MANITOBA

WINNIPEG
Hudson's Bay Company,
The T. Eaton Co., Limited

NEW BRUNSWICK

MONCTON
J. D. Creaghan Company, Ltd.
ST. JOHN
Manchester Robertson Allison Limited, 27 King Street

ONTARIO

GALT
W. W. Wilkinson, Limited
HAMILTON
Finch Brothers, Limited,
29 King Street, West.
The T. Eaton Co., Limited

ONTARIO *(Cont.)*

LONDON
Smallman & Ingram, Limited
149-157 Dundas Street
OTTAWA
Murphy-Gamble, Limited,
Sparks Street

ONTARIO *(Cont.)*

ST. CATHARINES
Canadian Department Stores Limited, 17 St. Paul Street
TORONTO
The Robert Simpson Company, Limited,
The T. Eaton Co., Limited

QUEBEC

MONTREAL
Henry Morgan & Company, Limited,
The John Murphy Co., Ltd.,
The T. Eaton Co., Limited
QUEBEC
Myrand & Pouliot, Limitée,
205-215 St. Joseph Street

SASKATCHEWAN

SASKATOON
Hudson's Bay Company

VOGUE PATTERN BOOK

Spring Issue.....Dec. 24
Early Summer Issue....Feb. 25
At All Stores and News-Stands.....35 cents

Summer Issue.....April 25
Early Autumn Issue....June 25
Ordered by Mail.....40 cents

Autumn Issue.....Aug. 25
Winter Issue.....Oct. 25

It gives you something no face powder has given you before . . .

Here is a face powder—totally new—vitally *different. Poudre le Début* . . . a powder, exquisitely fragrant—keyed to modern fashion and out-door living—which includes several newly discovered ingredients never before used in a face powder. A *safe* powder that not only *protects,* but one with a smooth, velvety, even texture and subtle range of *natural* color tones that blends perfectly with the tone and texture of your skin and brings you new loveliness . . . And it adheres indefinitely.

If there is one thing *Poudre le Début* is not, it is not "just another face powder." It is the result of an effort to discover, for the first time, what the modern woman really needs in a face powder — and to give it to her. An achievement which required two years of intensive scientific research and constant consultation with authorities on Fashion and modern style . . . and several newly discovered ingredients never before used in a face powder.

What powder offers you this? • First, it *protects* the skin. *Poudre le Début* guards against the ravages of the sun, wind, dust or city soot. It is not only a safe powder (apply it as often as you like) but it has properties actually beneficial to the skin . . . If you burn or freckle easily, just try it and see.

For another thing, it is so unusually fine and smooth-textured that it blends with an almost invisible, velvety loveliness into your skin. A powder that never cakes, dusts off or smears—and which adheres indefinitely. : : : Also, it is offered in what is perhaps the most complete range of *natural* colors ever found in a face powder.

This fine, even-textured powder brings out and delicately accents your own lovely coloring—subtly, as color seen through chiffon—so that the powder becomes a very part of your face . . . It will bring to your skin an unimagined beauty.

With the loveliest of lovely fragrance—A fragrance that suggests Paris. Just what you'd expect from the makers of the exquisite *Parfum le Début* . . . And the box—so colorful and *modern*—adds a gay decorative note to the smartest dressing-table.

Poudre le Début is as near a personal powder as you'll find anywhere . . . It may be had at any of the better shops.

RICHARD HUDNUT
NEW YORK • • PARIS

FOR LIGHT COMPLEXIONS:

"*Pearl*"—for the fair skin with color.
"*Pearl with glow*"—a warm tone for the fair skin with little color.
"*Naturelle*"—to match the medium-toned skin.
"*Sun-tint*"—a tan for the fair skin.

FOR BRUNETTES:

"*Rachel*"—for the brunette with color.
"*Rachel with glow*"—a warm tone for the brunette with little color.
"*Ocre-rose*"—a warm tone for the olive skin.
"*Sun-tan*"—a tan for the brunette skin.

"Don't stare at me like that" . . .

HER OWN HUSBAND, who hadn't known for years whether a gown was worn for the first or twentieth time, staring at her—a hard, appraising stare that hurt.

"What's the matter with your face?" he asked in the kindly way of husbands. "Looks rough. Your face and neck used to be as smooth and young as your shoulders."

If *he* had noticed, what about the critical world? Was that the reason other men seemed less interested than they used to be—why other women were no longer envious?

Many a woman keeps up a joyous front when in reality she's terribly dismayed about this first break in her youthful looks. Her face, which has always been so dewy fresh, is beginning to look parched—actually coarse in spots. "Why is it?" she thinks worriedly. "And what can I do about it?"

When you come right down to it—why does the face grow old so much earlier than the shoulders? Because it's exposed. It weathers! The texture of the skin on the *protected* part of your body is exquisitely smooth and soft, isn't it? Compared with it, your unprotected face and hands and neck look years older. Weathering has made that difference. Weathering ages everything.

Sunscorch is a violent form of weathering

At this time of year the skin is exposed to the sun. Sunshine in moderation is good—but violent sunburn parches the skin of its natural moisture. Dries it of its lustrous youth. Makes it harsh and old-looking.

When your skin gets sunscorched, smooth on Hinds Honey & Almond Cream. It takes out the heat. Makes the skin soft and fresh and cool once more.

But better even than that, Hinds Cream *prevents* sunscorch. Before going out just smooth on Hinds Cream. And powder over it. Then, though your skin may turn a glorious golden tan, it will never get painfully red and sunscorched. It will keep its softness and freshness, its look of youth.

Hinds Cream protects from all other weathering, too—from dust and wind, from cold and heat, from smoke and grime.

This fragrant liquid cream sinks deep, deep into the skin. It cools and relieves sunburn, yes. But it also softens and freshens right down to the deep, underlying tissues. Makes your skin as softly, naturally moist as nature meant it to be—and keeps it so. Use Hinds Cream today, tomorrow, every day, and you need never fear the aging effects of weathering. And if your skin has become a little rough, a little coarse, a little older, you'll find that Hinds Cream puts back the moisture and so makes your face clear and fresh and smooth once more.

Hinds Cream is simple to use

Before going outdoors, use it as a base for your powder. (It gives a marvelous, velvety finish.) Smooth it into your skin at night, and again in the morning—all your skin will absorb. During the day, when freshening up, go over your face with it. It's the sane, the simple, the common-sense way to combat day-by-day exposure.

And your hands and neck—don't forget them. They weather just as much as your face. Hinds Cream softens and protects them even as it does your face. When smoothing it on your face, smooth it on your hands and neck, too. Then your skin will be safe. For weathering cannot damage the skin protected by Hinds Cream.

Send for the sample bottle

If you wish, we will gladly send you a generous sample bottle of Hinds Cream. When you see how fresh, how sweetly soft it leaves your skin, we know you will be convinced. Even a week will show some improvement; although, of course, it is the constant day-by-day use that brings real results. Use the coupon now, while you think of it. It will bring you by return mail a free sample bottle of Hinds Cream to try.

"Lehn & Fink Serenade"—WJZ and 14 other stations associated with the National Broadcasting Company—every Thursday at 7 p. m., Eastern Standard time; 6 p. m., Central Standard time.

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HINDS Honey & Almond CREAM

REG. U.S. PAT. OFF.

LEHN & FINK, Inc., Sole Distributors,
Dept. 269, Bloomfield, N. J.

Please send me a free sample bottle of HINDS Honey & Almond CREAM—the protecting cream for the skin.

(PRINT NAME AND ADDRESS)

Name.....

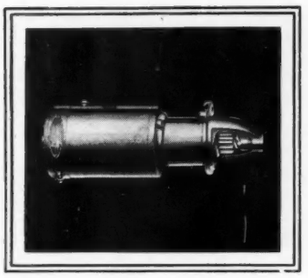
Address.....

.....

This coupon not good after July, 1930

Lehn & Fink (Canada) Limited,
9 Davies Avenue, Toronto, 8

(Mail coupon to *Bloomfield* address)



On fine motor cars the starting, lighting and ignition system is a tremendously important unit. Absolute dependability is demanded. It is natural that manufacturers of fine-quality cars choose Auto-Lite as America's finest automotive electrical system.

THE ELECTRIC AUTO-LITE COMPANY
OFFICE AND WORKS: TOLEDO, OHIO • *Also makers of DéJon*

Auto-Lite

Starting, Lighting & Ignition

Why you should take a LINIT Beauty Bath before going to a dance

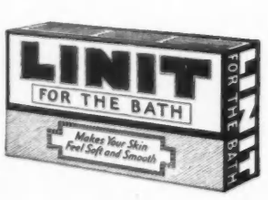
THE next time you come dashing home from the office or a shopping tour, and the event of the evening requires a quick "tub"—swish a half package of Linit in your bath, bathe as usual using your favorite soap, and when dry, feel the exquisite smoothness of your skin.

One outstanding feature of the Linit Beauty Bath is that the results are so immediate — no waiting for hours or days for your skin to be lovely and soft.

Nor will you waste precious minutes "dusting" with talcum, because after the Linit Beauty Bath, there is a light, exceedingly fine "coating" of Linit left on the skin which eliminates "shine" from arms and neck and harmlessly absorbs perspiration.

Pure starch from corn is the basic ingredient of Linit and being a vegetable product, it contains no mineral properties to irritate the skin. In fact, doctors who specialize in the treatment of the skin, regard the purity of starch from corn so highly that they generally recommend it for the tender skin of young babies.

LINIT is sold by your GROCER



The BATHWAY *to a Soft, Smooth* SKIN

GLAMOROUS BUDAPEST

(*Continued from page 66*)

nigh indefinable something that characterizes the Oriental at his best. They love life, they adore all its attendant pleasantries, whether large or small, important or insignificant. And, almost subconsciously, they have evolved a mode of life that distinguishes them from all other nations, a mode of life that makes Budapest the charming and fascinating place that it is.

Always gay, pleasure-loving, luxury-adoring, comfort-admiring, the Magyars have, by necessity, become the greatest masters of the magnificent art of "let's pretend," an art perhaps unsound from the point of view of big business, but an art that requires talent—more, genius. Like all those who live in their past, like all dreamers and idealists, they are intensely romantic. And since they love life, they also know how to enjoy it—and, however drab a fate history should deal them, they manage to rise above it and laugh. There may be a tear in their eyes when they laugh—they sing their saddest songs when they enjoy themselves most—, but they do laugh. Hopeless addicts to the beauties that accompany life, they have built a capital in which to enjoy themselves. They enjoy wine and enjoy good food, they know how to flirt, how to spend hours in the gardens of summer restaurants, on the terraces of *confiseries*, in the halls of the sumptuously appointed cafés, on the dancing floors of night-clubs. They live charmingly, gracefully, and dazzlingly—whatever the state of their pocketbooks.

A CITY OF ELEGANCIES

Of course, not all of them live in the land of make-believe. The aristocrats, the magnates of commerce, industry, and high finance, do not need to fall back on pretences. But they are few in a city that, with its suburbs, has a population of a million and two hundred thousand. It is the reckless and magnificent abandon with which the upper strata of the bourgeoisie follow in their footsteps that lends Budapest its characteristic air.

True, the pace is set by the aristocrats, the Princes Esterházy, Windisch-Graetz, the Margraves, Pallavicini, the Counts Károlyi, Zichy, Festetics, Széchényi, Salm, Bethlen, Bánffy, Andrássy, Csáky, and by the industrial magnates, the Barons Hatvany, Kohner, Madarassy-Beck. But they are eagerly and not at all clumsily—oh, no, not imitated, but followed.

Perhaps, most interesting is the realization that in Budapest they do not live their colourful life for the sake of visiting foreigners, but for their own enjoyment. Budapest is as yet wholly unspoiled by tourists. For hospitality is in the Hungarian's blood, he could not arbitrarily discharge it, even if he wanted to. Nowhere else in the world is the visiting foreigner received with so much courtesy and politeness and treated with such genuine affection as he is in Budapest. And not only by his hosts, by the leaders of society, who entertain him lavishly—but also by tradesmen, hotel *portiers*, taxi chauffeurs, and customs officials. They are all eager to prove to the foreigner that Hungary is a land where traditions still reign supreme: my house is thy house. Not that the bell-boys and waiters—best and most attentive waiters in all the world—do not expect any tips, but, with innate charm, they somehow manage to give you the impression that they have done everything just to please you.

The attention of the waiters is most conspicuous in the myriads of cafés, restaurants, night-clubs, and *confiseries* that dot the city. For Budapest is a city of cafés. Nowhere else in all the world will you find them in such abundance as in the capital of the Magyars. It is a characteristic trait, which, again, is rooted in their Oriental ancestry. For the Budapest café is not a mere eating place, not just an establishment where the citizen of the metropolis may eat his supper, or sip his after-dinner demi-tasse to the tunes of gipsy music. It is, indeed, his second home, this institution, luxuriously equipped to gratify his inborn desire for comfort. It is the place where he transacts his business, consults his lawyers, begins—and frequently ends—his *affairs de cœur*, writes his newspapers, his books. In short: where he lives.

A "BAR" IN BUDAPEST

Nor are the night-clubs, called "bars" and now sadly infested with jazz-bands, mere dancing floors surrounded by the tipsy. For getting drunk is an unforgivable sin. The "bars," brilliant with glittering uniforms and beautiful women, are there for relaxation, where, the Budapestian finishes his day.

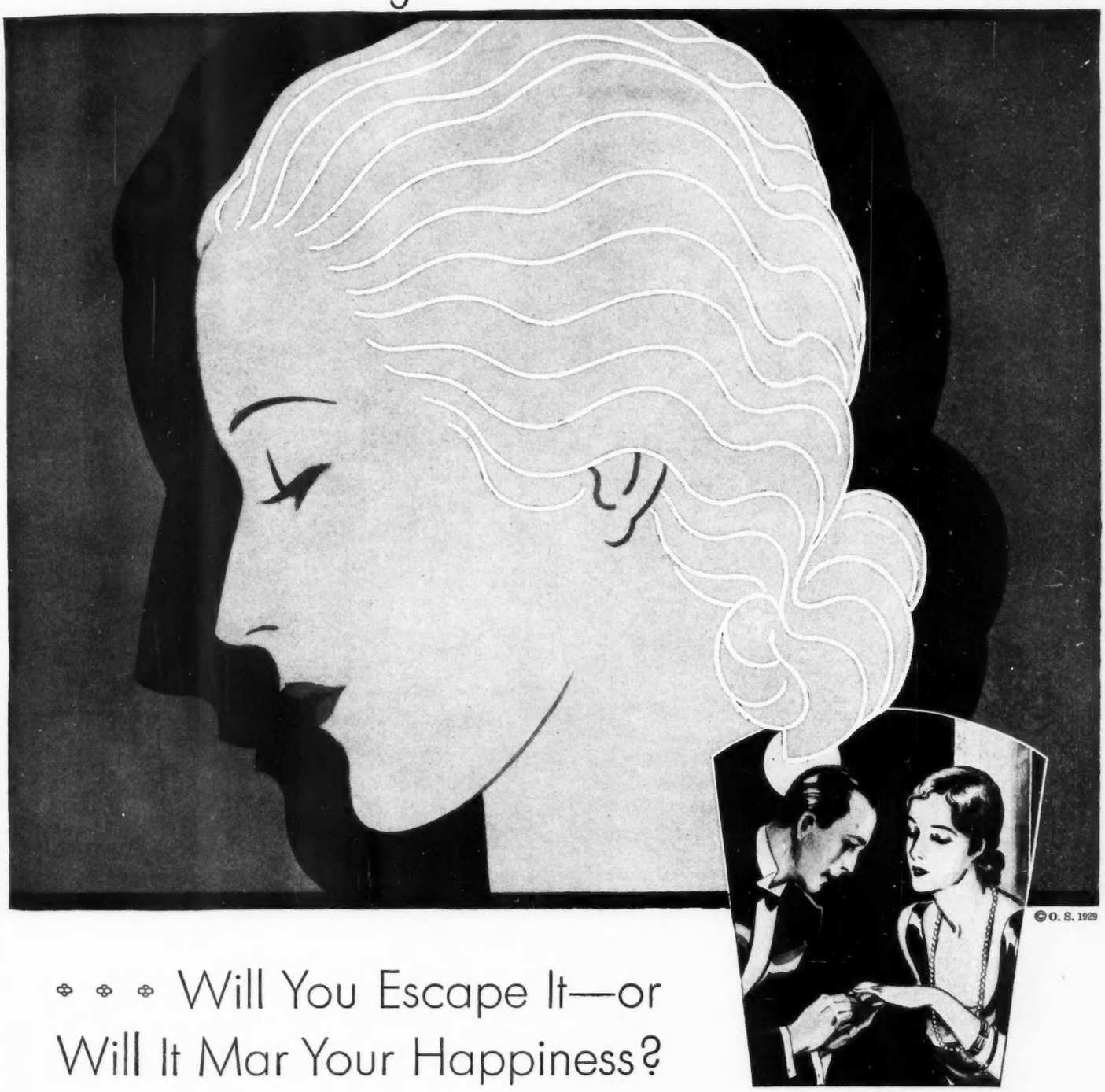
But night-life is not the only attraction Budapest offers. It has more museums than New York—twenty-one to be exact, among them the Museum of Fine Arts, one of the seven leading art institutes in the world. In summer, its beaches and open-air swimming pools, fed by hot springs and surrounded by lovely terraces where one may have luncheon in a bathing-suit (the *Gellért*, for instance, favourite noontime gathering place for society), are points of unique interest. In winter, the opera, the theatre, whose prominent exponents, Ferenc Molnár, Jenö Heltai, Ferenc Herczeg, Dezsö Szomory, Lajos Zilahy, and Zsigmond Móricz, are known wherever theatre is being played, are not to be missed, even though it is difficult to understand the language. But the actors are excellent, and music, as well as pantomime, needs no interpreter.

Budapest is fond of its literature, its theatres. For theatre is an integral part of Budapest life. There are more playwrights to the square inch in Budapest than in America to the square mile, and you will find them in every stratum of society. Countess Margit Bethlen, wife of Hungary's almighty premier, Stephen Bethlen, is an accomplished story-teller and the author of several comedies. Count Nicholas Bánffy, ex-Secretary of Foreign Affairs, former intendant of the State Theatres, is not only a fine editor, but the creator of a number of ballets and dramas. And Baroness Lili Hatvany, known as "the most beautiful woman in Budapest," whose salon is distinguished, has also several plays and novels to her credit.

For many bygone centuries, sprawling on hillsides and hilltops, hiding in valleys and forests, spreading out on plains, Budapest has been standing on the shores of the blond Danube, protecting Western civilization from the onslaughts of the Tartars and the Turks. After centuries of bloodshed and sufferings, it has settled down to peace. And, in return for the doubtful privilege of having been permitted to play the part of protector at the cost of its ancient glory and power, Hungary now, with a graceful gesture, presents to the Western world its capital, one of the most fascinating, most amazing cities in the world.

GEORGE HALASZ

The Grey Shadow of 35!



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Will You Escape It—or Will It Mar Your Happiness?

TODAY you are young and happy. You have beauty to spare—and love—and young shoulders that bear their burdens lightly. But what of the years ahead? Will your happiness decrease; your beauty be lost? What of your hair—and its appearance, five—ten—fifteen years from now?

Even now your hair may be verging on greyness. It may be too oily or too dry—its vitality waning. It may be losing its color—a drab shadow of dustiness stealing over it. All these are danger signals—forerunners of The Grey Shadow—conditions which, if not overcome, will surely lead to greyness, regardless of age.

Yet, Ogilvie Sisters have proven time and time again that premature greyness can be prevented. It requires simple, daily care. The scalp must be kept in a healthy condition. The roots of the hair must be properly nourished; the millions of color cells thoroughly stimulated; the flow of tiny oil glands gently regulated.

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Yes, note these and the divers other refinements characteristic of UNIVERSAL Vacuum Bottles and you will realize in them a very superior type of service which does not fail you at the crucial moment and which can be depended upon as a source of stimulation among outdoor activities.

UNIVERSAL Vacuum Bottles in comparative tests are found to give extra service—at no extra cost; prices ranging from $1.00 up.

Ask for Universal Vacuum Bottles by name. They are a part of the famous and extensive Universal Line of Quality Household Helps—the standard home equipment of discerning home managers for over 75 years.

LANDERS, FRARY & CLARK
NEW BRITAIN, CONN.
Master Metalsmiths for Over Three-quarters of a Century

FAR PLACES

(Continued from page 48)

Bernadotte, the father of Count Bernadotte who married New York's Miss Manville, may have inspired this new and perilous-sounding diversion, for his family takes the long trip from Stockholm, via Östersund, to the isolated hunting-lands where the Lapps roam with reindeer herds on moonlit nights. Americans rightly consider this a newer adventure than going into Canadian recesses, especially when they may hire a Laplander for a guide. In Sweden, they call this "a wandering," and American hunters will come home and use that phrase glibly.

OFF THE BEATEN TRACK

The sophisticates to whom the canals of Venice are an old story will go to Saltsjöbaden, near Stockholm. The smart thing to do there is to rent a boat immediately, for yachting is the urge. The social life attached to the sea life is gay, smart, frivolous. One goes to the theatre in Stockholm at night in a motor-boat and returns to dance on an island with the lights swinging on the boats like fireflies. Clothes such as one would take to Bar Harbor are correct. Sports clothes are worn even at night, for it is considered chic to be simple, even if expensive.

Mr. and Mrs. Linzee Blagden and Mr. and Mrs. Elbridge Gerry Chadwick are among those who have fallen under the spell of modern Swedish decoration. They will seek out the glass, porcelains, luster-ware, silver—the new Swedish architecture and interiors in the shops and houses of Stockholm. They may even journey up to the province of Småland, where the fields bear more stones than crops, where the century-old glass-works are hidden in the depths of the silent forests. Here, two artists, Simon Gate and Edward Hald, have created new beauties in glass and crystal.

It might be said with a measure of truth that, generally speaking, northern Europe is attracting North America. Soviet Russia will have an influx of important people, this summer. Those who are filled with the fire of adventuring beyond the frontiers of habit and slipping beyond the outposts of custom will go to this newly constructed land, with its ancient landmarks. The contrast is piquant. And there are hints of danger and glamour that make the pulses quicken.

Through the winter, these people have been preparing to go. Russian refugees have been giving lessons in their monstrous language to the smart younger set. Where once one found French novels on the living-room table, one now picks up Russian grammars, the fairy-tales of Pushkin, the short tales of Tchekov, histories of Peter and of Catherine. Smart folk have frequented the down-town theatres, not so much with the laudable purpose of seeing fine acting, as to familiarize themselves with the Russian atmosphere. Now, they're off to Moscow, to Kiev, to Sebastopol, to Leningrad, to the Black Sea, and to Odessa.

The Volga boatman has emigrated to the New York night-clubs, but stocky Slavs and Mongols still chant age-old signals to their fellow workers as they load modern boats for their trips up and down the mighty Volga. In Leningrad, the adventurers will find the splendours that Peter dreamed of in the past—and signs of the birth of revolution. There stand the Peter-Paul Fortress, a Brobdingnagian Bastille, and, across the river, the Winter Palace, which rivals the Louvre in the richness of its collection.

From this splendour, they will turn to that other Russia with the marks of revolutionary machine guns upon its buildings, to great factories and busy harbours.

In Moscow, the new capital, the East and West rub shoulders. Their fellow promenaders on the boulevards will be the tall Turcoman, the gaily robed Bokharan, the Buddhist Kalmuck, the swarthy mountaineer. On Red Square, the golden domes of the Kremlin vie with the barbaric splendour of Saint Basil's Cathedral—a background against which fantastic scenes from the days of Ivan the Terrible may be vividly imagined—or an episode in the recent revolution.

These voyagers to Russia will return as proud as the man who ate the first oyster. The beauty and colour we have read about are still there; and to the enchantment of the Eurasian world and the novelty of the new government is added a friendly welcome from Russia. For this ambitious infant country looks with admiration on our industrial efficiency. They are extending honest hospitality to travellers from America—even the passport difficulties are being made smooth.

The Bristed-Manning Travel Agency is pilot extraordinary for all voyagers seeking the unusual. They will smooth the way of passports and steamer tickets for the one who knows where she wants to go; or find that glamorous spot for the person who merely has a vague urge to try the untried.

It is not all travelling for the Americans who have the new desire for the unknown land. Those who own or rent shooting preserves in our Southern states, cottages in Aiken for the polo, islands off the Carolinas; those whose household god is privacy, are renting castles in Scotland, in the Bavarian and Austrian Tyrol, even out in Honolulu. They entertain in the open manner of the English, with shooting parties rapidly following one another and enough house guests to make fighting for the bathroom one of the pleasantest indoor sports!

TYROLIAN CASTLES

Colonel Lloyd Griscom and Mr. Rodman Griscom were pioneers in renting ancestral castles in the Tyrol, which heretofore has been unknown land to the American sojourner in Europe, and they have entertained delightfully at Schloss Friedstein, in Austria, on the Alfred Hohenlohe estate. An international marriage evolved there between Prince Chlovig Hohenlohe and Mrs. Gifford Cochran, of New York, who were house guests. And a famous novelette came out of it, "The Americans Arrive," written by Alice Duer Miller.

This season, the Hohenlohe castle at Schillingsfürst in Bavaria has been rented by the Grenville Emmets, the William Prestons, and the Cass Canfields. Mrs. Gilbert Browne and Mrs. Harriman Russell will be among the many guests. Prince Chlovig has rented his hunting-lodge at Aussee to Mrs. Harry Gray and Countess Dorothy Pálffy, and Mrs. Charles Frick has taken Prince Ferdinand's castle.

The American visitors not only create an American atmosphere, which the natives enjoy, but they enter into the native atmosphere, which they enjoy. They frequent the inns where the Tyrolians drink beer and sing, and, in this latter pastime, the Americans fail absurdly, for they rarely know the words of any American melody, whereas the Tyrolians sing yards of verses.

(Continued on page 126)

Kleinert's

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And now the antiseptic DEODORANT Dress Shield which neutralizes odor as it absorbs the moisture! Mirelle is its name and it's packed in a box complete with a handy can of Mirelle Powder to renew its deodorant quality after each washing. It's made by Kleinert's—it *would* be! Ask for it at your favorite notion counter. It's *very* NEW but if they haven't it, they'll gladly order it: Kleinert's Mirelle.

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N. B. Mirelle shields have an extra sewing edge under the curve; a great convenience.

Mirelle Dress Shields complete with Mirelle Powder in introductory size. (Full size can for general use obtainable in the Notion and Toilet Goods Department where you buy your shields.)

Table Delicacies

DELLA ROBBIA MINTS

Cream mints fashioned in the shapes of fruits and flowers—exquisitely hand tinted—a continental confection that has captured the fancy of American hostesses.

For parties, dinners and receptions. 38 individual pieces to the pound. Della Robbia Mints are so new that many American stores have not yet received their stock.

If your dealer can not supply you we will be glad to mail you a lovely pound package direct - $1.00 the pound - $1.25 West of the Rockies. Address

NORRIS
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A carton of 6 half gals. of POLAND WATER (the handy package) should be placed in your car on trips to your country place and elsewhere

Unmatched Flavor

A revelation of natural, rich ham flavor never before equaled. All those delicate flavors and savory juices are sealed in vacuum by the exclusive Hormel process. Ready to serve cold—grill in 3 minutes—or bake in one-fourth the usual time.

At leading stores—or write, naming dealer. Geo. A. Hormel & Co. Austin, Minn.

A Welcome Change From Meat

For Friday menus and lighter, tastier meals in hot weather, Protose is a most welcome change. It has all the good qualities of meat. It looks like meat, tastes and smells like it. Yet it is purely vegetable. You can serve it any way meat is served. Roasted, broiled, stewed, fried or cold from the can. Protose sandwiches and salads are delicious, too. Served with Savita, you have a delicacy that will tempt the palate of every member of your family. Featured this month by all Health Food Centers. Write for "Healthful Living", a 60-page illustrated booklet describing with recipes the Battle Creek Diet System.

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VACATION TRIPS

ONE doesn't have to be a member of the Explorers' Club to explore. After all, the first time anywhere is always an exploration, even if one only goes to the next village. Vogue would urge every one to go to some unfamiliar spot this summer, somewhere new and strange. Instead of following the time-tried paths of last season, and the season before, and the one before that, yield to that craving for something a little more exciting, possibly even a trifle exotic or a bit wild and rugged or whatever you like.

JAMAICA? BERMUDA?

There is Jamaica, for instance. If the name suggests ginger and rum and pirates, it also suggests, to the initiated, mountains rising thousands of feet above the Caribbean Sea, waterfalls, winding motor roads, and all the joys of combining high altitudes and tropic vegetation and English villages and Spanish ruins. Hot? Not with the trade-winds blowing, as they do at this season. You may motor up and up into the mountains. You may swim in either fresh or salt water. You may golf or ride or fish. Or, if you have a feeling for romance, there is Spanish Town to visit and the tiny short street that is all that is left of Port Royal, "the wickedest spot on earth," which was destroyed by earthquake in 1694.

As for more prosaic details, there is an excellent hotel with charming gardens in Kingston. And all this may be enjoyed in as brief a time as three short weeks, with the return trip made either to New York or to Canada.

Then, there is Bermuda, a bit nearer at hand; though, if you want a long cruise, you may start at Montreal and go down the Saint Lawrence, through the Gulf Stream to Kingston. Every year, it is becoming more and more of a summer resort, with the most superb bathing, the most peaceful atmosphere —no motors on the whole island!—, the loveliest flowers. One could go on and on forever, stringing out the superlatives. As it is a British possession, there are golf and tennis. Do you remember Annette Kellerman in "Neptune's Daughter"? Here are the very caves where the mermaids rose up from the waters.

Bermuda is one place where it is equally nice to be active or passive. You may bicycle all over the island or sail all round it. Or you may just loll around and meditate as to whether this was the ancient home of the sirens, and where Prospero and Miranda and Caliban lived, and—this is the most difficult—why they ever left.

Perhaps, though, the west coast is more convenient for you to reach, and you still feel a yearning for this lotus-land type of existence. Hawaii is the answer, of course, and only four days away. Well, the praises of the beaches have been sung since the first ukulele was imported, and they are not overestimated. There is motoring, of course, to inspect the thrilling volcanoes, which one is apt to associate with "The Bird of Paradise." That is, if one can tear oneself away from the hospitality and gaieties of Honolulu. Mountains, shore, town, they are all there in the most charming versions imaginable. The surf-riding must be tried in its native setting, of course, and, for a little extra excitement, try manoeuvering an outrigger canoe. And if you can forget the moonlit evenings with the beach boys strumming and singing by the water, well then, you don't deserve a single *lei*.

Does the name Alaska mean just a fancy dessert to you, or does it mean glaciers and totem-poles and "Dangerous Dan McGrew"? Haven't you always wanted to see the Klondike and the places you read about in Jack London's stories? Starting from Seattle or Vancouver, there are cruises to Alaska ranging in length from nine to nineteen days. Take the Inside Passage north, sailing smoothly along by snow-capped mountains and forests and fields of marvellous wild flowers—a combination suggestive of Norway, but really not quite like any place else in the world. The very names on the maps—Skagway, White Horse, Dead Horse Gulch, Dawson—are touched with the romance of the Gold-Rush Days. And, now, one may go by train and motor through the mountains where only the lonely trails used to run. As for glaciers—you may take your pick of them, dead or alive. And a live glacier, like the Taku, with the ice breaking off to the accompaniment of a steady cracking and roaring is something to see and hear. The mention of glaciers needn't make you feel that winter woollies are *de rigueur*, for the temperature varies between 60 and 75 degrees in the summer.

But if you have never seen any more of the Canadian Rockies than the back-drop in "Rose Marie," then, by all means, you should go to Lake Louise and Banff and Jasper Park, and see what Canada can do when it goes in for scenery. The hotels are as renowned as the places, which is saying a good deal. There are the Swiss guides, if you like mountaineering. There is golf on a world-famous course. There are riding and motor trips and hot sulphur baths. And it can all be crammed into as brief a space as two weeks, if necessary, which should satisfy the most stern of business devotees.

Speaking of national parks, how about seeing a few of our own? It can be done so simply—by taking a land cruise—which is railroad travel made easy, or rather, easier. For a month, one journeys up and down the land, seeing everything from the Painted Desert to the paint of Hollywood. The Grand Canyon, the Yosemite, Glacier National Park, Crater Lake—you may see them all and learn more geography and American history (quite painlessly, too) than in a whole college career. Best of all, there's no bother about train schedules or reservations. You travel on a train that's as much like a liner as possible, so if you really want to see America first, here is the simplest, quickest, and pleasantest method.

OR NOVA SCOTIA?

But, then, perhaps, you take your summers straight and simple with a strong flavour of sport. What about Nova Scotia? Here *is* the real forest primeval of "Evangeline." The fishing is of the sort an ardent angler dreams about, both salmon and trout, and any amount of boating and hiking may be sandwiched in. You may stay at a hotel in Digby or Yarmouth, if you really demand the comforts of home. Or you may take a guide and make for the interior, if you want to get away from the flesh-pots.

If sport is your first and last consideration, then Newfoundland is your destination. Hunting and fishing may be indulged in here until you feel like a character in Fenimore Cooper. Yes, and the scenery is appropriate to such books—lakes, rivers, mountains, forests —all just wild enough to be interest-

(Continued on page 126)

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Smart women use DEW

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Instant Non-Perspirant

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You can use Dew at any time of day or night. It instantly stops perspiration and eliminates body odors. It is cooling, soothing, and refreshing. Use as the simple directions say, and you can immediately put on your loveliest dress or gown.

Two applications a week will give you continuous protection at all times. You will be delighted with Dew—get it at your drug or department store—50c.

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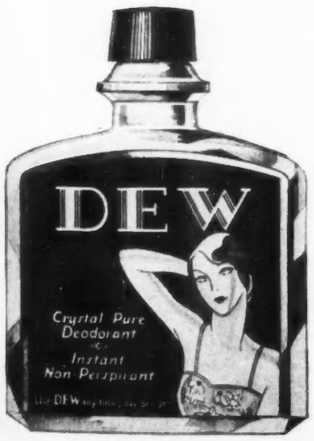

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All the exclusive features that have so long distinguished Mendel Trunx are built into the companionable Mendel Tourist. Interlocking tongue and groove steel moulding make it completely dust-proof and warp-proof. Smartest colors and finest fabrics . . . sturdy locks and hinges . . . handles that cannot pull out. Carries 4 men's suits hanging full length . . . space for 12 women's dresses on hangers . . . deep trays . . . shoe compartment. Yet compact beyond belief. Slides under Pullman seat. Lightness for plane travel, extraordinary strength for motoring. Truly the world's smartest expression in personalized luggage.

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Mendel Trunx—the mark of knowing travelers / Complete protection; modish colors; the utmost in convenience. And—above all—Mendel quality!

MENDEL TOURIST
"the case for every travel need"

This "dude" bear is a popular member of the smart set on the ranch

TO HORSE, TO HORSE

(Continued from page 68)

I continued, "you said you'd show me a cow—."

"Well, that was my mistake," admitted my mother. "I'm a city girl myself."

"H'mmm," I said, returning to my contemplation of the scene outside. "So that's a horse."

The animal in question was, by this time, beginning to act quite skittishly, and so, if I may add, was my Uncle John.

"Yes," agreed my mother, "and some day you will be able to ride as well as your uncle."

At that point, my uncle unfortunately fell off onto the car tracks.

"Better," suggested my nurse, who was watching from the other window.

And so began my interest in horses, which has lasted right down to the present time, even in spite of the invention of the "horseless carriage" (or automobile) and the phonograph. But it was not until I became a member of the cast of "Holiday" (that interesting play by Philip Barry which is now at the Plymouth Theatre with matinées Thursday and Saturday) that I was able to indulge in my long-suppressed desire to do something about my enthusiasm for the "whinny race." This failure of mine to take advantage of my natural inclinations was due to several things. Shortly after my uncle fell onto the car tracks as mentioned above, we moved to a hotel, and although the meals were very good, the equestrian facilities were extremely limited, and after one or two half-hearted attempts to get the room clerk interested in letting me keep a horse in 1107, I gave up and went back to my studies, as a result of which I entered Yale in the autumn of 1912. There, one would think, would be the ideal place to find out about horses, but, unfortunately, I became interested in a little girl named Edith or Ethel-Something at Miss Crumpitt's just outside of Hartford, and she took up so much of my time that the only chance I got even to think about learning to ride was in going to and from classes, and so I gradually fell into my old habit of dolce far niente which eventually led to my graduation and employment by the American Telephone and Telegraph Company.

How I got from the Minneapolis District Office of the American Telephone and Telegraph Company to the stage of the Plymouth Theatre is, of course, another story (see "Donald Ogden Stewart on a Gunboat" in the "Strive and Succeed" series), but the fact remains that at last, at the age of thirty-four, I am about to be allowed to satisfy that longing for horsemanship which originated that summer day way back in 'Ninety-eight.

Not, mind you, that there is a horse in "Holiday." All of the scenes take place in a Fifth Avenue drawing-room, which allows, you must admit, of small opportunity for the introduction of even a delightfully amateur horse from the Junior League and the Social Register. But the leading lady of the play happens to be Miss Hope Williams, and Miss Hope Williams happens to run a "dude ranch" out in Wyoming, and so one evening, shortly after the play had opened, the following conversation might have been overheard in Miss Williams' dressing-room.

MR. STEWART: How do you feel?

MISS WILLIAMS: I feel all right. How do you feel?

MR. STEWART: I feel all right.

(A few moments of silence while Miss Williams applies a bit of grease-paint to her left cheek.)

MR. STEWART: Say, what's this about you running a dude ranch out in Wyoming?

MISS WILLIAMS: That's right. I run a dude ranch out in Wyoming.

MR. STEWART: (obviously impressed) I say, what pluck!

MISS WILLIAMS: Oh, it's really nothing.

(A few more moments during which the voice of the assistant stage manager can be heard shouting "Half Hour".)

MR. STEWART: Well, now, just what do you do on a dude ranch—if I'm not presuming?

MISS WILLIAMS: You ride.

MR. STEWART: (after a pause) Horses?

MISS WILLIAMS: Of course.

MR. STEWART: (After

(Continued on page 124)

Hope Williams plays a different rôle in her Wyoming holiday

FACE THE SUN

Sunproof your skin—with Valaze Sunproof Cream. Prevents painful unsightly sunburn and freckles. Essential to all who spend much time out doors, including men and children. **1.00, 2.00**

Cleanse-Youthify — with the cooling youth-renewing Valaze Water Lily Cleansing Cream. **2.50, 4.00**

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Valaze Emailline—nourishing, bracing astringent cream for relaxed skin. Created for oily and normal skin. **1.75, 3.50, 6.00**

Heighten the charm of your eyes—with Valaze Eyelash Grower and Darkener **1.00.** Persian Eye Black (Mascara) **(1.00, 1.50).** Eye Shadow to match your eyes **(1.00).**

THERE was a time when fastidious women shunned the sun in defense of their beauty. Now they bask in its health-giving rays to their heart's content. One sees them on the links, the tennis courts, flashing in and out of the surf—doing all the things which would have spelled ruin to a Victorian skin.

Helena Rubinstein has taught these lovely moderns how to immunize their skins to the parching, coarsening, ageing actinic sun rays—how to look like the first flower of morning, in spite of wilting weather.

If you would enjoy the outdoors to the full, yet look soignée from dawn to dusk, use the beauty creations of Helena Rubinstein. For over thirty years, this world-renowned authority has been bringing beauty to women in every climate.

THE MODERN WAY

Valaze Sunproof Lotion — the perfect summer make-up foundation. Cools, refreshes, gives the skin a most flattering finish. Prevents sunburn, tan and freckles. **1.50, 2.50**

Wash Away Blackheads—contract large pores and normalize oily skin with Valaze Blackhead and Open Pore Paste Special. **1.00, 2.00**

Correct "Shiny Nose"—overcome oiliness with Valaze Liquidine—an essential to exquisite grooming. **1.50, 2.75**

To Smartly Accent Your Beauty—Water Lily Foundation **(2.00, 3.50).** Makes powder and rouge doubly adherent, doubly flattering. For the exotic type, Gypsy Tan Foundation (sunproof and waterproof) **(2.50, 1.50).** Poudre Enchanté, the most exquisite powder in the world **(3.00, 10.00).** Red Raspberry Rouge for daytime, Red Geranium for evening. **1.00 to 5.00**
Cubist Lipsticks to match. **1.00**

Individual Advice—because your skin is "different," it requires individual treatment. Visit Helena Rubinstein's Salons for a scientific diagnosis and advice on the correct summer care of your skin. Or write to Madame Rubinstein describing your skin and hair and she will prescribe a summer home-treatment schedule for you.

HELENA RUBINSTEIN Returns from a Tour of Research
She returns to America with a host of new beauty ideas for you—with irresistible new make-up creations. And she invites you cordially to be her guest. Come to her Salon for diagnosis and advice. A course of professional treatments is suggested as a wise preliminary to your summer sojourn.

PARIS *Helena Rubinstein* LONDON

8 EAST 57th STREET, NEW YORK

BOSTON, 77 Newbury Street CHICAGO, 670 North Michigan Avenue PHILADELPHIA, 254 South 16th Street

Marie Earle

This Summer Choose Your Own Complexion

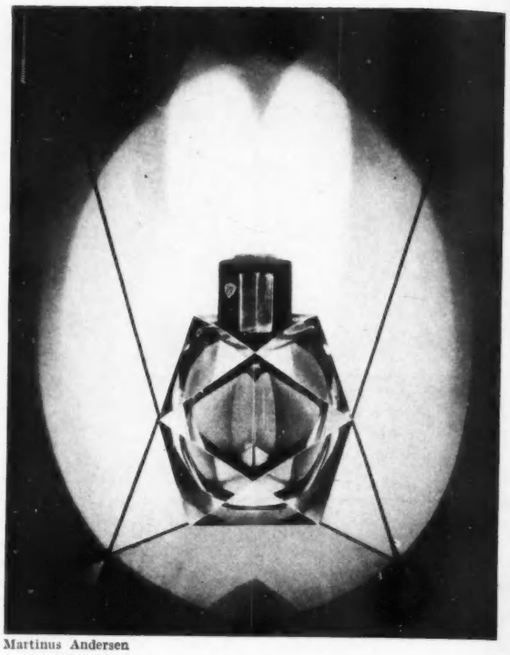
NOW you may decide whether your own complexion will be a glorious satin-bronze or delicate and fair as a lily. Gaily you may change your mind with your mood or your frocks. For Marie Earle's wonderfully luxurious preparations make exquisite provision for every need for the smartest of make-ups.

If you care to shun the tawny caress of the sun, Marie Earle's Liquid Powder protects your skin from every burning ray. When you would enjoy the glowing tan of smart out-door life, use Marie Earle Finishing Cream and the new Face Powder—in Ochre or Sunburn. Choose the shade that best reflects the tones your skin would tan. Sunburn for the evening or if you have a natural tan. Ochre for white skins and daylight.

And always you need this very simplest Basic Treatment to keep your skin satin-smooth and clear as dew. Essential Cream, so rich and velvety, you use it to cleanse, then with a dash of Cucumber Emulsion to nourish, now the delightful Soothing Freshener Lotion closes the pores, tones and brightens.

You will find the Essentials for the Basic Treatment and the make-up preparations in shades that become your coloring at all the smartest shops.

SPECIAL Hot Oil Mask Treatments at Marie Earle's Salon do wonders in counteracting the drying and roughening effects of summer sun and winds. Hot nourishing oils soften and refine, iced lotions tone and stimulate. Your skin is coaxed to velvet softness. Now the operator will show you how to give yourself the radiantly perfect Marie Earle Sunburn Make-up. You emerge glowing with the healthy sparkle of youth. Salons at 660 Fifth Avenue, New York and Bonwit Teller Building, Southampton, Long Island.



Martinus Andersen

Houbigant's exclusive perfume, "Essence Rare," imprisoned in a faceted crystal flacon, is a refreshing blend of scents with a spicy overtone; from Arnold Constable

ON HER DRESSING-TABLE

(Continued from page 94)

the routine is concluded by a shower and a rub-down, from which the client emerges feeling veritably made over.

The treatments at the Marjorie Dork studio are given in courses of short or long series so that women from out of town can conveniently take advantage of them while they are in New York, as well as to those who live in New York, whether their desire is to lose superfluous pounds or build up a run-down body. Also, this salon offers special courses to business women after five o'clock.

To many discriminating women, the final criterion for a hair-dressing establishment is that it should be one in which there is no feeling of hurry or waiting for appointments and in which the director (who must, of course, be an expert) gives each client his personal attention. To such, the establishment of Ivan, on East Fifty-Third Street, in New York, makes an immediate appeal. It is a quiet, pleasant salon with an exclusive following, and all work is done by or under the direct supervision of Ivan himself, a master coiffeur who has dressed crowned heads in Buckingham Palace and conducted a smart hair-dressing establishment in Monte Carlo before coming to New York.

The permanent waves created by Ivan leave the hair soft and natural in appearance, with smooth, wide waves, and all of the work done in the salon is done with the finesse and care that are the result of skilled experience. One youthful type of hair-cut originated by Ivan is an arrangement with two distinct parts on one side and small ringlets escaping on the cheeks.

A hair-dressing used in this salon has become so popular with his clients that Ivan has now had it bottled and offered for sale. It is called Ivaleen and can be used upon the surface of the hair to help keep it in place, and it is equally beneficial when used upon the scalp as a tonic. Another helpful preparation is called Scalpol and is a soft ointment, which, massaged into the scalp with the finger-tips before a shampoo (and preferably the night before a shampoo, so that it can remain on overnight), stimulates circulation beneath the surface of the scalp and relieves any tightness of the scalp, thus discouraging dandruff.

The makers of Cutex, whose preparations for the care of the nails are known throughout the country, have introduced an innovation in manicure equipment. This is a perfumed liquid polish, with an accompanying liquid remover, which is also perfumed. Those who aspire to perfumed fingertips have only to purchase this new form of polish at any of the numerous shops and drug stores where the Cutex preparations are sold.

Few women realize that, when they pick up the average hand-mirror and look into it, what they see is not a true reflection of their faces. Yet, presumably, they are seeking a true reflection, for they consult a mirror either to scrutinize their make-up or to examine the condition of the skin.

There is, to-day, a mirror that provides an exact reflection of the face just as it would appear if one were looking closely at one's own face with the naked eye. This is not a magnifying mirror, although that is the first impression that one receives, but a true optical lens of exactly the same sort that is employed in surgeons' and dentists' offices, entirely white, without the green that colours the ordinary mirror. The advantages of such a mirror are obvious in the application—and restriction!—of make-up, as many women have discovered. Now, this mirror has been introduced in an entirely new form that is as practical as it is attractive in appearance. It is a small-sized mirror, with a round handle, and cleverly concealed within the handle is a pair of tweezers. This is a compact and effective bit of dressing-table equipment, with an enamel-like finish in a range of pleasant colours, and the woman who has occasional unruly hairs to pull from her eyebrows finds this convenient and truth-telling mirror of invaluable aid. This mirror is available in several department shops in New York and in some shops in other parts of the country.

OF COURSE—
YOU WANT A HAIR TEST

for only then are you sure of a perfect permanent wave

NO one would wear glasses without an eye-test by an oculist. And no woman should have a permanent wave without a hair-test on the Nestle Text-o-Meter. For hair varies just as eyes vary—and for perfect results, each woman's hair *must* be waved according to the individual requirements of her hair.

The only scientific instrument in the world that can determine hair differences—that can tell your hairdresser how to proceed to wave *your* hair safely and beautifully—is the Nestle Text-o-Meter.

In 60 seconds, this newest invention of Mr. Charles Nessler (C. Nestle)—originator of the permanent wave and one of the world's leading hair scientists—discovers your "number." This "number" is the key to a *perfect* wave. It replaces guesswork with *Science!*

Phone your hairdresser for an appointment for your *tested* wave—today!

WHAT IS YOUR "NUMBER"?—

Nestle Circulines—the famous Nestle waving-agents for permanent waving—are made in varying strengths. The Nestle-Text-o-Meter test determines which strength to use on *your* hair. Insist that your hairdesser use *genuine* Nestle Circulines.

THE NESTLE TEXT-O-METER WILL DISCOVER IT—

INSIST ON THE *Nestle* TESTED PERMANENT WAVE

ORIGINATORS OF PERMANENT WAVING

Nestle—the greatest name in Hair Science—also offers you the following scientific hair preparations: Nesteen, the perfect hair dye; Nestle Baby Hair Treatments, for promoting the growth of curly hair on Babies; Nestle Colo-Rinse, for the Hair; Nestle *Medicated* Shampoo Powders; Nestle Veg or *La Set*, the superlative hair grooms. The better shops use them and sell them.

The Nestle-LeMur Co., New York City

This Dainty cake of soap *is yours for the asking*

Accept our Courtesy Offer—a free acquaintance-size—cake that you may know the delightful luxury of Lanchere Blue Rose Soap. A soap as superior to ordinary soaps as sheer handkerchief linen is to rough unbleached muslin.

Just as thousands of other fastidious women find LANCHERE BLUE ROSE SOAP an indispensable toilet aid, so, you too, will find complexion beauty in its rich, creamy lather. Blue Rose bubbles will leave your skin satin-smooth, delightfully refreshed.

Because we value the judgment of VOGUE readers we would like to know your reactions to Lanchere Blue Rose Soap. Just clip and mail the coupon below for your courtesy cake. After you have experienced the delightful luxury of this dainty soap—write us your opinion, will you please?

Lanchère
BLUE ROSE SOAP

On sale at toilet goods counters in department or drug stores. Complexion size cake, 35c. Bath size, 50c.

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Clip and Mail today

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Please send me FREE your acquaintance cake of LANCHERE BLUE ROSE SOAP.
Name---------- *Street*----------
City---------- *State*----------
Name of dealer----------

ENTER AND EXIT THE GUEST

(Continued from page 110)

used the car very much. English servants receive very low wages and, therefore, are all the more dependent upon gratuities from visitors.

If it is important to have your valises and dressing-case well packed in America, it is doubly so in England. I have known horror tinctured with scorn to show plainly in the voice and countenance of my hostess's lady's maid because I had omitted sponges from my luggage. She knocked on the bathroom door of my husband, a recent bridegroom, and demanded in a sepulchral voice the whereabouts of Madame's sponges. Alas, "Madame" had not known that sponges were an integral part of every visitor's equipment. English servants rate you by your luggage and dressmaker or tailor.

Last of all, we come to the cosmopolitan house. This is the visitor's paradise. Here, the guest can do no wrong so long as he or she is amusing. And, unless you are amusing, or what this rather limited group of hostesses style as such, you are not invited to their houses. Whether it is in Antibes, Biarritz, Palm Beach, Copenhagen, Paris, or Bar Harbor, the cosmopolitan household is much the same place. It is a sort of a glorified hotel to which taste, cultivation, and brains have added every amenity. Breakfast is almost invariably served in bed; luncheon is a flexible feast that can be commanded at any time; and you are not expected on parade, strutting your stuff, until the sun sets and ice begins to tinkle in crystal or silver shakers. When the cosmopolitan hostess does demand anything of you, she asks a great deal. You must, at a moment's notice, take a part in a charade, concoct a fancy-dress costume out of nothing, play roulette all evening without turning a hair, or make pleasing and witty small talk with the Ambassador of Heroginia. But, until these specialties are required, you may do almost anything you like, whether it is lying in privacy in the sun or flirting in the shade with some other woman's husband.

However, this licence must not be too much abused. Still reigns the law of generous tipping and the necessity for some kind of bread-and-butter letter, even if it is only an amusing telegram dispatched on your return home. Guests are invited a second time only when they show themselves amiable, adaptable, and civilized. Remember, soft words *do* butter the parsnips for many anxious hostesses.

NANCY HOYT

TO HORSE, TO HORSE

(Continued from page 120)

another pause) Nice horses?

MISS WILLIAMS: Very nice horses.

MR. STEWART: (eagerly) I've always wanted to know some really nice horses—the kind you could take home and introduce to your mother. Oh, you don't know what my youth has been like!

MISS WILLIAMS: Well, if you come out to Wyoming, you'll meet the nicest horses in the world.

MR. STEWART: Oh, I'd love that. All my life I've dreamed of—of—

MISS WILLIAMS: Of what?

MR. STEWART: (shyly) You'll think I'm silly.

MISS WILLIAMS: No, I won't.

MR. STEWART: Well—all my life I've dreamed that some day I would meet THE horse.

MISS WILLIAMS: How do you mean—THE horse?

MR. STEWART: The horse I could ride.

MISS WILLIAMS: Don't you ride?

MR. STEWART: (lowering his eyes) You'll tell everybody.

MISS WILLIAMS: No, I won't.

MR. STEWART: Do you really want to hear?

MISS WILLIAMS: Poor boy—you must have had a tough time.

MR. STEWART: Oh, it was ghastly. You see—(he stops and his eyes assume a far-away look).

MISS WILLIAMS: Hope understands.

MR. STEWART: You see—I thought once I had found THE horse—oh, she was beautiful—eyes like stars—a smile that Leonardo might have coveted—a mane two feet long—and then—

MISS WILLIAMS: And then?

MR. STEWART: I fell off. (He laughs.) Oh, I suppose it happens to every one.

MISS WILLIAMS: (sympathetically) You mustn't get cynical.

MR. STEWART: Ha! As if that mattered. (He masters himself.) I hope she is very happy.

MISS WILLIAMS: Poor lamb.

MR. STEWART: I don't want you to feel sorry for me. I'm all right. I can stand it—I guess.

MISS WILLIAMS: I know you can.

MR. STEWART: But it hasn't been—easy.

MISS WILLIAMS: I know. And if you come to Wyoming this summer, you'll forget all about her.

MR. STEWART: Oh, I have already. And I don't want you to think that *she* threw *me*.

MISS WILLIAMS: Of course not.

MR. STEWART: I saw that it wasn't going to work and called it off. I think I was wise, don't you?

MISS WILLIAMS: Oh, very.

(The voice of the assistant stage manager calls "Fifteen Minutes".)

MR. STEWART: Well, I'll have to be getting to work. Good-bye, Hope—and thanks a lot. You've been—well, you do understand, don't you?

MISS WILLIAMS: Oh, perfectly.

MR. STEWART: And you really believe that it wasn't the horse that threw me?

MISS WILLIAMS: Don't be silly. I know horses.

MR. STEWART: And you think that out in Wyoming—?

MISS WILLIAMS: I'm sure of it.

MR. STEWART: God bless you, Hope. You've been a peach.

MISS WILLIAMS: I've just done what any woman would have done.

MR. STEWART: I know, but—well, I'll never forget this.

(He gives Miss Williams an understanding look and then leaves the dressing-room, whistling bravely.)

And so you can see, kind readers, why it is that I am looking forward to spending this summer on a dude ranch in Wyoming—that is, if "Holiday" ever closes.

EDITOR'S NOTE: But Mr. Stewart isn't the only one who is going. Practically all the smart world is planning a conquest of the West, this summer. Deep saddles and gay waistcoats and broad-brimmed hats are important in innumerable summer wardrobes. And there are other dude ranches, too, all with devoted followers who claim that there alone is the ideal vacation possible.

Measure your *beauty* by inches

REDUCE—
Locally
Simply
Safely

IT is now possible to break down fatty tissue—to reduce without drugs, tiresome exercise, or the annoyance of a diet!

By rubbing Renné Reducing Cream into the skin each night and washing off the light residue next morning, you may bring youthful elasticity to the contour muscles.

In this simple and healthful way you may measure *what* you will, *where* you will.

Nan Renné
REDUCING- CREAM

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Please send me postpaid, one full-size jar of Renné Reducing Cream, for which I agree to pay the postman $7.50.

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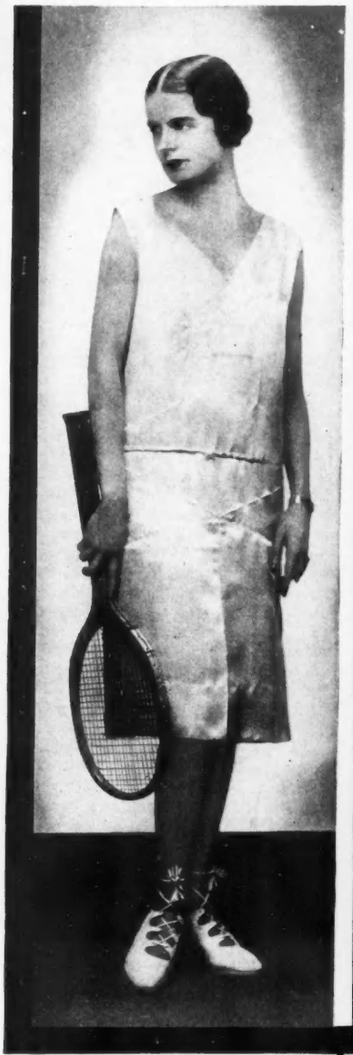
SMART YOUNG FASHIONS RENEW THEIR YOUTH WITH LUX

says Best and Company



(Above) Best's newest cotton success of Mille Fleurs batiste—printed from wood blocks—makes this delightful afternoon frock. It is ever so smart just because it has that beguiling air of youthful simplicity . . . wash it in Lux.

(Above, right) Best's washable satin frock with Vionnet seaming—equally at home on the court or on the country club veranda. And so practical! For this satin can be cleansed perfectly, and often, in Lux.

(Above) Best approves sleeveless frocks for active sports—and for this tennis frock and two-toned scarf uses a cravette mesh, the new rayon jersey that does not wrinkle and washes in Lux just like one's undies.

(Above, left) Cottons are "fashion firsts" this season—and tremendously successful in Best's Nada suit of wide wale piqué with tuck-in blouse of Mille Fleurs batiste—washable, of course, in gentle safe Lux.

"DAME" Fashion no longer—the goddess is *young*. Youth must be served—youth eager, alive, ready to go! Therefore these smart *young* fashions for summer days, frocks simple and cool and above all—*washable*.

"Wear them strenuously—no matter, they can be Luxed again and again," Best and Company says . . . "Lux gives *perfect* cleansing—re-news each time the original fresh beauty of smart chiffons, silks and cottons—*keeps* them like new."

Other famous Fifth Avenue fashion establishments agree! Read their names—Fashion's roll of honor—Bergdorf-Goodman, Kurzman, Hickson, Hattie Carnegie, Frances Clyne, Tappé, Jay-Thorpe, Stein and Blaine, Milgrim, Bruck-Weiss . . . they all insist upon Lux!

Follow this wise advice. These famous authorities know fashions and fabrics and the way of a soap with a dress . . . your smart clothes will look smart *so much longer* if cleansed always in Lux!

Dine tonight at Café Riche..

RIGHT AT HOME!

Memories—of Paris, Cannes, Venice—memories—of enchanted foods, fairy-flavored, served in old-world grandeur; adroit creations of the grandest Continental master chefs! You can bring back those charming hours—at home tonight! Just use the *flavor* the world's most famous chefs have relied on all these centuries—the magic juice of the grape. Cooking sherry!

And demand Guasti Cooking Sherry! It's the same fine old sherry that has made the name Guasti famous for years. Simply salt has been added, to take it out of the beverage class—yet *just enough* to season foods for the average taste.

Then there are the other new Guasti triumphs—Guasti Wine Jellies in six captivating varieties: Port, Sherry, Burgundy, Sauterne, Muscatel and Tokay. If your dealer cannot supply you, write the nearest address given below.

(Permit No. L. A. Cal. H10033)

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COOKING SHERRY «SALTED»

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Please send me, *free* of charge, "Treasured Flavors"—a new kind of recipe book containing favorite recipes of famous chefs.

Name _____

Address _____

VACATION TRIPS

(Continued from page 118)

ing. You may go out to the deep-sea fishing grounds, if you wish, and pull in your own catch of codfish. But fishing and hunting aren't the only things here. Don't forget that this was the start of the first transatlantic flight ten years ago, and nearly every other one has been made over Newfoundland. And you may motor or sail or play tennis or golf. You may do all this in only sixteen days, if you're rushed. Or, if you're lucky, you may forget about time and disappear into the interior with a guide and ignore cities and sophistication completely.

Still, none of these spots may suit your needs. You may want rest and change of atmosphere, and all in three weeks. It sounds a difficult problem, but it can be solved. More and more tired business men and women are learning the trick of the quick European trip. You take one of the fast liners at midnight on Friday and do nothing but rest and sleep and eat for a week. You land in Paris Friday evening with the week-end before you. Shall it be golf at Chantilly or riding at Fontainebleau? Or what about the races in Paris? Then, there is one whole week in and around Paris. Saturday sees you on the boat-train again, and you land in New York just three weeks to a day after leaving.

FAR PLACES

(Continued from page 116)

There is a happy country social life and a gay interchange of dinner-parties with the owners of the neighbouring estates. After the late dinner that follows a day of sports, the Tyrolians are asked in for dancing. They come in splendid national costumes: in velvet shorts, feathers in hats, gay jackets. Often, during dinner, the native bands come strolling into the outer courtyard to serenade the new householders. This year, there will be, unfortunately, no shooting, but there is tennis, of course, and golf-links are so much in demand that the Tyrolians call golf the American game.

There are sights of importance to see roundabout these Tyrolian castles. Nuremberg and Bayreuth are only about an hour from Schillingsfürst, which is Prince Hohenlohe's castle; and the mediaeval palaces close by make one reread *The Ugly Duchess*.

The event not to be missed is the Salzburg Music Festival. During its opening week, smart New Yorkers feel as much at home as on the first Monday of the Metropolitan Opera House.

Probably, Anita Loos began the fashion of going to Max Reinhardt's Bavarian Schloss for the rehearsals of a new play. Now, every American stopping in the Tyrol attempts to browbeat some one for an invitation. Miss Loos, it is said, "goes native" and wears the Tyrolian costumes: bare legs, velveteen shorts, cap, and feather. She and her husband, John Emerson, have drawn, as magnets, smart folk to Vienna in the summer, and luxurious apartments and fine old Viennese houses are for rent to Americans.

The pilgrimage to Music Festivals throughout Mittel-Europa is gaining in followers, as did the early Crusades. These are on the schedule of events that Americans make a trip across the ocean especially to attend. They obtain their seats in advance, they carry their motor-cars with them, and they go from one festival to the other.

Some of the smart musical set plan to go from Salzburg to the Munich Festival, and to the Berlin Festival, which will give, this season, thirty operas with the entire casts from "La Scala" of Milan, with Toscanini and Richard Strauss as guest conductors. There will be, also, a series of new dramas with Reinhardt directing.

And don't you think it is rather amusing that twenty-two hundred German singers are going into the Hartz Mountains to give a singing festival to which Americans are journeying? No wonder those Hartz canaries sing so well!

Prague, in Bohemia, is holding up its hand for attention and getting it. The sophisticates who have made the first night of any play "the" fashionable night, have curiosity to see the setting for a sizable percentage of our new plays. Mr. Gilbert Miller might reasonably be credited with this hypnotic suggestion: that to spend a fortnight in the capital of glamorous Bohemia is to spend a part of life quite well indeed.

It is Mr. Loyall Farragut Sewall who is responsible for the phrase "homes away from home." He also calls them "overseas homes." He began the business of securing fine and spacious houses for Americans through request and because of demand. He has made it possible to walk down the gang-plank at Southampton, or off the train at Florence, and find your own motor-car waiting, your chauffeur at the wheel, and be whisked to your own home where dinner is on the table.

He is doing it, he says, for those "who have had experiences in Europe which are much better forgotten." He promises that no one need find it necessary to go camping at a tremendous price in some ancient villa that is quite adequately endowed with history and art, but strangely lacking in furniture and sanitary fixtures.

It is really remarkable how quickly the Europeans have put their houses to rent for a long or limited season. There is Muckross estate by the middle lake of Killarney, where the hunters are permitted to shoot thirty red stags and from forty to fifty Japanese bucks. Also, Mrs. M. McCreery's "Castella d'Urio," which is near the Villa d'Este; also "The Wharf," which is the country place of the Countess of Oxford and Asquith; and there's "Wardes" with an Elizabethan wing and a fourteenth-century hall dedicated to Saint Nicholas, and "Cobham Hall," in Kent, and Lady Cheylesmore's house on Prince's Gate, overlooking Hyde Park.

Americans who rent shooting-lodges in the highlands of Scotland increase to tribal numbers. Last year, the George Whitneys and Louis Clarks had a place on Loch Lomond. The Herbert Pratts, who, two years ago, had one of Lord Lovat's places near Inverness, this year will have the very fine shooting at Castle Grant. The Charles Steeles will have Yester, Lord Tweeddale's place, which the Benjamin Moores had the year before last, and Mr. J. P. Morgan's place is near-by. Mr. Clarence Mackay will have "Hunt Hill" again this year, and, of course, Mr. Percy Chubb will have his own moor—one of the best in Scotland. If one is not shooting, one is golfing at Saint Andrews or Glen Eagles.

PEARS

IN CRÈME DE MENTHE

An imported fruit-in-glass specialty...deliciously suited to summer fruit cups...one of many Sherry-approved food specialties purveyed through this new Sherry service.

$2.25 per jar . . .

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REDUCE YOUR FLESH

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DR. WALTER'S *Rubber Garments*

MY garments have been worn by men and women for 25 years. They are invaluable to those suffering from rheumatism.

Reducer Corsets: Cream colored rubber. Laced back, clasp front. Made to your measure **$12.00**

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PRETTY ANKLES and CALVES **$3.75** *Per Pair*

DR. WALTER'S Special extra strong Ankle Bands of live Para Rubber will support and shape the ankle and calf while reducing them. They fit like a glove. Can be worn under any kind of hose. You can note the difference in shape of ankle at once. Can be worn at night and reduce while you sleep, or during the day, deriving the extra benefit of the support. Relieves rheumatism and varicose veins. *Send Ankle and Calf measure.*

Write for Dr. Walter's Special Ankle Bands for $3.75. Pay by check or money order (no cash) or pay postman.

Form-Fitting Hip and Thigh Reducer in cream colored rubber. Send waist and hip measure **$12.00**

Bust Reducing Bandeau. Send bust measure **$5.00**

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The Confidence of Complete Cleanliness Comes With the Proper Practice of Feminine Hygiene

FEMININE Hygiene practiced in a safe and wholesome way does make you feel and look younger.

The satisfaction of knowing that you are dainty, fresh and clean comes at once with the use of Stirizol. It also eliminates body odors quickly.

For more than twenty years Stirizol has proved its value. It is very soothing and healing—extremely effective—yet not harmful. The $1.00 jar of Stirizol Powder will make many quarts of solution of the strength best suited to your individual needs.

At Department and Drug Stores or direct from The Stirizol Company, 39 Water Street, Ossining, N. Y.

STIRIZOL
VERY REFRESHING

FRECKLES

Remove this ugly mask

There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of Othine from any drug or department store and apply a little of it night and morning and you should soon see that even the worst of freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful, clear complexion.

Be sure to ask for the double-strength Othine, as this is sold under guarantee of money back if it fails to remove freckles.

OTHINE
DOUBLE STRENGTH

Are you the victim of a chronic "oil scandal?"

IT'S a scandal that can't be hushed up—the excess oil condition which afflicts many a feminine head! But fortunately it is one which can be cured.

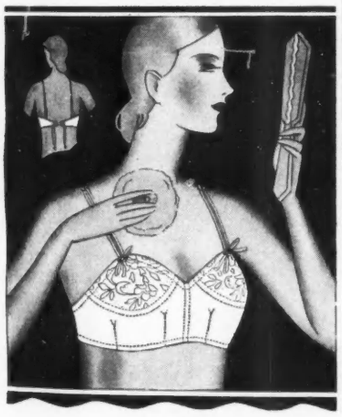
In New York, an experienced and hair-wise woman sees to it that the heads under her care never are unpleasantly over-oily. She is Jane Curran, called "Society's hair specialist" because of the distinguished women who comprise her exclusive clientele. Until recently, only this "inner circle" could obtain Miss Curran's hair tonics.

But now these same time-tested preparations are on sale at your favorite department store. If you suffer from oily hair, Miss Curran recommends: First, her liquid Shampoo, which is also a bracing tonic. Second, her Tonic for Oily Hair. Third, her Tonic Powder for Surface Oil, the one known preparation which will overcome this condition.

Perhaps, however, some persistent hair trouble makes you wish more personal advice. In that case, fill out and return to Miss Curran the questionnaire which she will send, together with her free booklet, at your request. For this address: Dept. A2, Jane E. Curran, Inc., Greeley Square Building, 6th Ave. and 31st St., N. Y. C.

At Better Department and Drug Stores

JANE CURRAN HAIR TONICS



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Custom-Made Brassiere

that adds poise to your bearing, allows you to wear your sheerest and smartest evening gown or daytime costume with absolute confidence—a Brassiere that fits snugly, that is modeled to the figure, that has adjustable shoulder straps, with your choice of hook-back or lacers, made of crepe de chine, lace trimmed—or net trimmed with lace, if you prefer.

THE LADY FAIR, $2

Most popular of our line of Brassieres, comes in flesh, beige, and white; in sizes (and in-between sizes) 28, 30, 31, 32, 33 up to 46.

Complete your wardrobe with one or more of these beautiful Continental-Style Brassieres. If your favorite shop does not have the Daintee Line of Brassieres, tell us style, size and color wanted. Enclose $2 for each Lady Fair Brassiere you order. (Money refunded without question, if not satisfied.)

(We also specialize in tailored Brassieres for difficult-to-fit women. Write.)

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1101 North American Bldg., Phila., Pa.

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Prices of

VOGUE PATTERNS

illustrated in this issue

No.	*Price*	*No.*	*Price*
9879	$ .75	9890	$ .75
9880	.50	2947	.25
9881	.75	2948	.50
9882	.75	2949	.50
9883	.50	2950	.25
9884	.50	2951	.25
9885	.25	S3346	1.00
9886	.50	S3347	1.00
9887	.75	S3348	1.00
9888	.75	S3349	1.00
9889	.50		

CROWN LAVENDER SMELLING SALTS

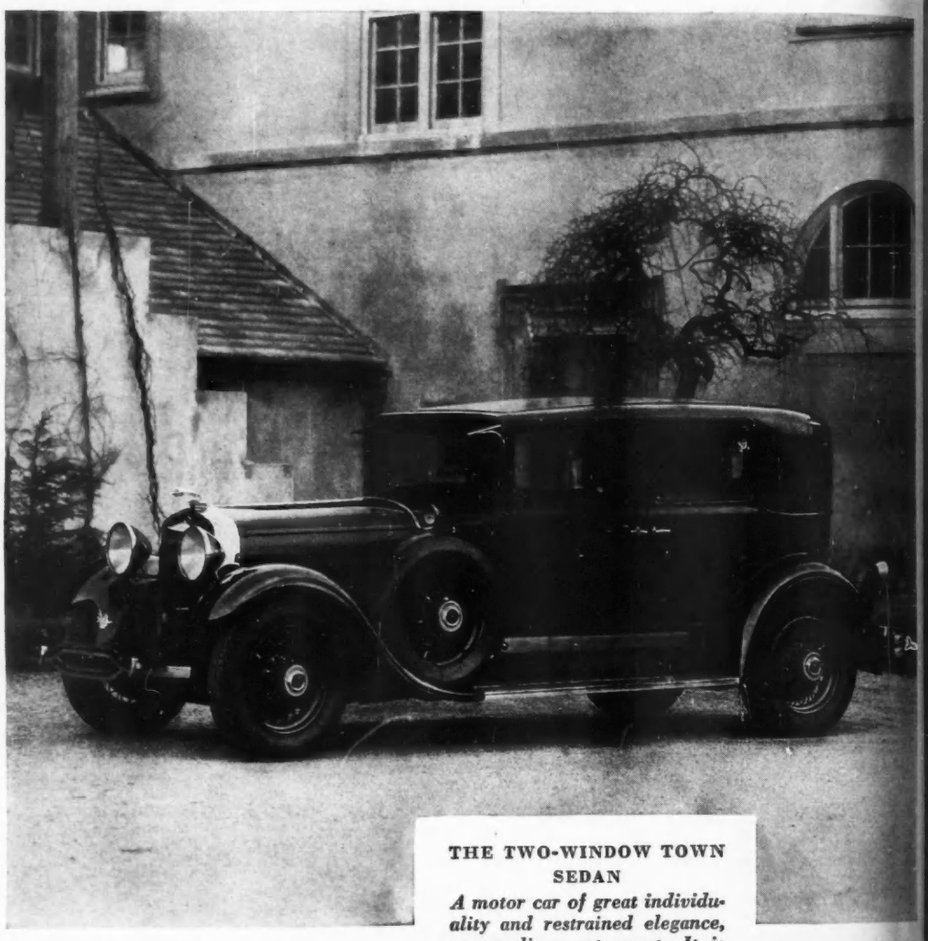
At home, at the theatre, while shopping or traveling, or if you find yourself in stuffy rooms or crowded places, the pungent fragrance of Crown Lavender Smelling Salts clears the brain, steadies the nerves, and counteracts faintness and weariness. It is invigorating, highly refreshing—always a delight and comfort. Two sizes sold everywhere. Schieffelin & Co., Sole Agents, U. S. A., 16-26 Cooper Square, New York City.

THERE IS A QUALITY ABOUT IT
EASY TO RECOGNIZE, BUT DIFFICULT TO DEFINE

WHEN you see a Lincoln gliding along the avenue, or standing at rest before a well-known door, you may sense in it a quality which sets it apart, a little, in your mind—a quality which causes you to remember it, and recall its image, long after the more immediate concerns of the day are disposed of and forgotten.

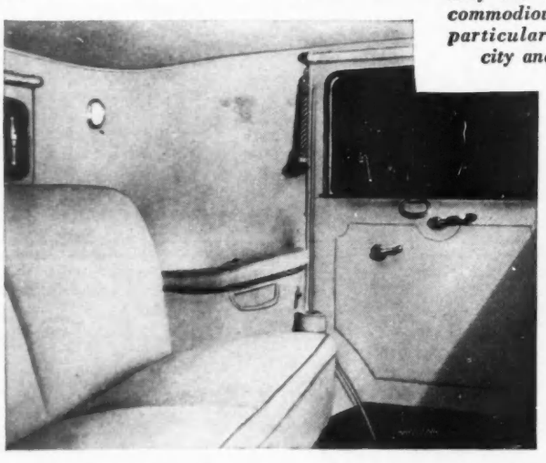
That quality is not easy to define. You might look for it in the grace and balance of the car, its comfort, its smooth and effortless performance. You might see it in the basic design and engineering, or the restrained elegance of its appointments. . . . But as a matter of fact, it is from all these things collectively that the Lincoln derives its character. And the key-note of that character is sincerity.

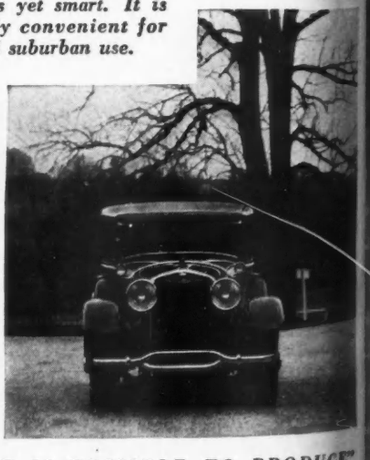
Sincerity. In this one word is summed up the whole principle of Lincoln construction. To build an automobile without compromise, without concession, in accordance with the highest ideals of efficacy and beauty . . . that is the wish of the makers of the Lincoln . . . "as nearly perfect a motor car as it is possible to produce."



THE TWO-WINDOW TOWN SEDAN

A motor car of great individuality and restrained elegance, commodious yet smart. It is particularly convenient for city and suburban use.





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